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MOTION PICTURE

EXHIBITOR

FEBRUARY 2, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



IFE's first national sales drive concluded last week as Bernard Jacon, vice-president in charge of sales and distribution, who was honored by the testimonial sales effort, returned from a nation-wide trip and announced the opening of six new branches.

Myers Attacks 16mm. Trust Suit

(page 7)

Ohio Censorship Fights For Life

(page 11)

AND FEATURING: PHYSICAL THEATRE



THE FILES ARE BULGING WITH CONTRACTS FOR M-G-M's GIANT WASHINGTON's BIRTHDAY SENSATION!



THE "BIG SHOW" of CINEMASCOPE COLOR MUSICALS!

JUPITER'S DARLING"

With A Cast of Thousands Starring

ESTHER WILLIAMS
HOWARD KEEL
MARGE and GOWER CHAMPION
GEORGE SANDERS

with RICHARD HAYDN · WILLIAM DEMAREST



Screen Play by DOROTHY KINGSLEY

Based on the Play "Road to Rome" by ROBERT E. SHERWOOD · Songs: BURTON LANE and HAROLD ADAMSON · Choreography by HERMES PAN · Photographed in EASTMAN COLOR

Directed by GEORGE SIDNEY · Produced by GEORGE WELLS

★

(AVAILABLE IN MAGNETIC STEREOPHONIC OR PERSPECTA STEREOPHONIC OPTICAL 1-CHANNEL SOUND)



PERFECT FOR THE HOLIDAY CROWDS!

ENTERTAINMENT ON A BIG SCALE!

Never before thrilling romance in such spectacular splendor with a wealth of singing glory. Sights to see in CinemaScope and Color brilliance: Hannibal's army crossing the Alps with his elephant cavalry; the Barbarian stopped on his conquest of Rome by a clever and seductive Beauty; amazing underwater dance spectacle with statues coming to life; dance of the Painted Elephants; clash of armies at the gates of Rome!

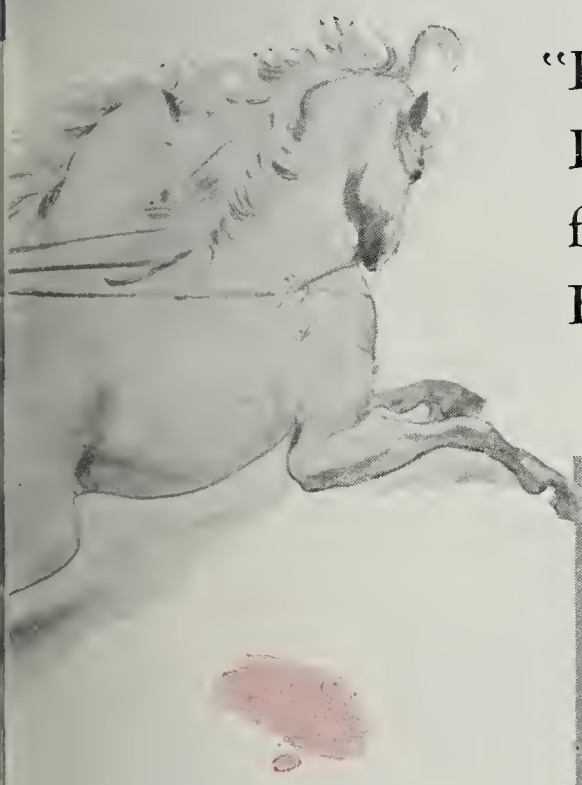
PROMOTION REACHES 270,073,553!

Imagine this penetration: 270,073,553 persons reached by advertising and TV. Twenty-one million viewers were added with Esther Williams on "What's My Line" to the 42 million reached by Ed Sullivan's "Toast of the Town" showing scenes from the picture and an interview with Esther Williams; and 8,370,000 more with Ed Murrow's "Person to Person" visit to Esther Williams' home Feb. 11th. Plus 198,703,553 readership of ads in general and fan magazines and in the 4 big national Sunday Supplements. Plus countless more millions who will see the Baby Elephant in M-G-M's touring "Jupiter's Darling" truck, with visits to editors, TV and radio stations, hospitals, etc.



CALL M-G-M TODAY
AND SAY:

"I want 'Jupiter's Darling'!
I want the BIG SHOW
for my WASHINGTON's
BIRTHDAY attraction!"



M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION
"THERE'S MORE FUN AT THE MOVIES!"

WATCH THE "CELEBRATION" LINE-UP!

"Bad Day At Black Rock" Big Everywhere!
"Green Fire" (Grace Kelly's in the headlines!)
"Many Rivers To Cross" Just Previewed! Season's Comedy Riot!
"Jupiter's Darling" East-West audience previews terrific! *Just the start!*

For 128 weeks the nation's top best-seller! It will be your greatest Easter attraction!



written by the woman who loved him! . . .

20TH CENTURY-FOX presents

A Man Called Peter

IN

CINEMASCOPE

STARRING

RICHARD TODD · JEAN PETERS

PRODUCED BY SAMUEL G. ENGEL · DIRECTED BY HENRY KOSTER · SCREEN PLAY BY ELEANORE GRIFFIN

COLOR BY DE LUXE



"It'll be a pleasure to celebrate Easter with 20th!"

YOU'LL FEEL BETTER AND PROUDER FOR PLAYING IT!

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

FEBRUARY 2, 1955
VOLUME 53 NUMBER 14

THE END OF LOCAL CENSORSHIP BRINGS NEW RESPONSIBILITIES

WHILE THERE ARE FEW industryites who have liked the numerous state and municipal censor boards that have ruled the "can see" and "can't see" of this industry's creative efforts over large and important sections of the nation for more years than we like to remember, their current abolition by the high courts places some new burdens on the backs of many theatremen.

There are actually two by-products of such censorship about which few theatremen thought very much. First of all, the fact that each picture, whether feature or short, had been submitted for review to a legally constituted authority, and "Passed by the State Board of Censors" served as a defense against all criticism of the theatreman, whether based on race, color, or religious beliefs. Faced by individuals or by large or small organized groups, he could draw himself up with self-righteousness and state, "This picture has been judged and found acceptable by a legally constituted group chosen by your elected representatives. Why bring me your objections? Who am I to high-handedly place my judgment, or your judgment, above that of your legally appointed judges?" And he was legally right, too! What local constable, or police chief, would pit his judgment of what was or was not decent, or of what contributed to the delinquency of minors, or of a whole flock of other possibilities, against the established judgment of a qualified censor board? And, if he did, what local court would uphold him?

Secondly, and equally important in keeping in check the fringe producers and "fast buck" boys who play Johnny-one-note on sex and violence, has been the economic importance of most of the states where censorship applied. In the national distribution picture, it wasn't possible to overlook or forget states like New York, Pennsylvania, Ohio, Maryland, and Virginia, and still plan on dividends to the investors. And the producer never lived who was willing to go "dirty" and lose money doing it.

So, now that bureaucratic previewing and pre-censoring seems to be either entirely out-the-window or without the power to enforce its findings, the responsibility for what is shown on the screen of his theatre rests squarely on the shoulders of the theatre operator. With the removal of the bureau, local police and local courts, subject to the intimacy of local pressure groups, can harass even the best intentioned showman. On the judgment of some policeman, who possibly never graduated from sixth grade, prints can be confiscated and days lost. Dependent on local laws, fines can be imposed, or theatremen can spend some days in the hoosegow. What is right or wrong is now a matter of exhibition, and the apprehension of wrongdoing a matter for the cops or the district attorney.

All of this may be good law and we certainly aren't defending censorship. But it certainly places the theatreman in a different legal position, and any that think of dipping into the new supplies of cheap sensationalism in order to build boxoffice grosses had better think again. The "fast buck" is surrounded with a little more personal danger than usual.

MORE ABOUT PRINT SHORTAGES

SPEAKING about our several recent references to a shortage of prints contributing to the general product shortage, an experienced distributor points out that the new techniques are to a certain extent responsible.

Prior to CinemaScope and stereophonic sound, it is stated that most national distributors would order 300 to 350 prints for domestic use, depending on the bigness of the boxoffice attraction. Now, with about 4,200 theatres equipped with stereophonic sound, about 10,000 theatres equipped for CinemaScope, and about 8,000, including most drive-ins, with only standard optical sound, it becomes necessary to re-evaluate requirements. Any company that wishes to sell a maximum of all runs and types must provide an adequate supply of two or three different kinds of prints. In doing so there have been instances where even 450 total prints, or 100 more than usual, have been insufficient to avoid booking crises.

For example, a distributor on a particular day may have 450 dates and 450 prints, but 300 of their dates call for CinemaScope and stereophonic sound, 100 for CinemaScope and a single optical sound track, and 50 for standard prints. The very next day, another series of 450 dates may reverse this print requirement split.

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanual Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; George Nonamaker, Mel Konecoff, Al Erlick, associate editors. Subscriptions: Any one of six sectional editions (NEW ENGLAND, NEW YORK STATE, PHILADELPHIA-WASHINGTON, SOUTHERN, MIDEAST, or MIDWEST-WESTERN) and the INTERNATIONAL edition; $2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues); The GENERAL edition containing all local news forms from all editions: $7.50 per year (52 issues) and outside of the United States, Canada, and Pan-American countries, $15 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

UA Theatres offer stock (page 20).

Distribution

MGM announces that it will cease the release of wide-screen versions of its CinemaScope films in the international market beginning Sept. 1 (page 18).

Ben Abner and Ralph Iannuzzi are promoted to district manager posts in the Warners' organization (page 19).

Norman H. Moray, Warners' shorts head, is honored by a sales drive marking his 25th anniversary with the company (page 19).

IFE drive winners announced (page 19).

Exhibition

National Theatres completes divestiture, but plans no new theatre operations (page 18).

Financial

Universal-International report shows continuation of industry financial upsurge (page 20).

International

Canadian movie operations report that TV and taxation are taking their toll, cutting business 21 per cent; RKO President J. R. Grainger, and Walter Branson, world-wide sales manager, hold a sales meeting in Havana, Cuba; and Westrex, Ltd., and C. B. Kalee Company, England, sign Perspecta sound agreement (page 10).

Legal

Abram F. Myers, National Allied counsel, attacks attempts by the government to include Allied, COMPO, and other exhibitor organizations as co-conspirators in the 16mm. anti-trust suit (page 7).

Trans-Lux wins minority stockholder suit as New York Supreme Court dismisses it (page 7).

Charles Sweet Company, Philadelphia vending concern, files anti-trust suit against Berlo Vending Company, ABC Vending, and others (page 19).

Legislative

A new censor bill is proposed in embattled Ohio, and the Legislature offers definitions for obscenity and other terms (page 11).

Mel Konecoff

Joseph Kaufman, former exhibitor, and also producer, DCA's "Long John Silver," expounds some ideas on proper film exploitation; Arnold Picker, UA executive, returns from Latin America with some optimistic thoughts; Allied Artists hosts a party for John Huston; and other Manhattan meanderings are commented upon (pages 6 and 22).

Organizations

Toll-TV seen as top problem under discussion at National Allied's drive-in convention in St. Louis on Feb. 8-10 (page 11).

Production

RKO embarks on its most active year, with 21 independent features and four made on the home lot scheduled (page 18).



Al Lichtman, 20th-Fox director of distribution, is seen recently discussing with the trade press in New York City the latest plans on industry arbitration and the proposed round-table meeting of distribution and exhibition leaders.

NEW YORK
By Mel Konecoff

JOSEPH KAUFMAN, former exhibitor and distributor and presently in the producing end of the game, wants us to tell exhibitors everywhere that they can get more money for themselves as well as for the distributor and producer if they will work on unusual and more interesting campaigns and follow through on the plans as laid down by the distributor and/or producer.



KONECOFF

For instance, on his latest entry, "Long John Silver," in CinemaScope and color, he reports having an unusual campaign with fine merchandising angles, and he thought the film has a big potential if sold properly utilizing TV, radio, and other facets. The film is scheduled to open in New England in 83 spots starting on Feb. 16 with tie-ins with the Yankee Network, schools, stores, newspapers, manufacturers, etc.

A special 12-minute trailer of the people in the film and highlights on what was done to make the filming possible is being shown in schools and on television, while a shorter six-minute version is being used in theatres in advance of the opening dates. Giveaway serializations of the story are being provided newspapers, while half-hour recorded radio yarns plugging the film and the story are also on the give-away promotion list. These were recorded in Australia at the time the film was being made.

"Silver," which was made in Australia, used 100 days of shooting time, with costs estimated at about a million dollars, and Kaufman said he was in no hurry to recoup the money, preferring instead to take his time and make sure that the playoff went properly, playing preferably when youngsters were available. He estimated that the film can gross five millions domestically properly handled and sold, and with Distributors Corporation of America handling the film on a regional

(*Continued on page* 22)

BROADWAY GROSSES

(As of this Monday)

Business Slumps

NEW YORK—With few exceptions, the Broadway first runs were generally off over the weekend.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Young At Heart" (Warners). Paramount dropped to $36,000 on the second week.

"There's No Business Like Show Business" (20th-Fox). Roxy claimed $15,435 for Friday, Saturday and Sunday, with the seventh, and last, week down to $25,000.

"The Bridges At Toko-Ri" (Paramount). Radio City Music Hall, with stage show, hit $99,000 for Thursday through Sunday, with the second session heading toward $150,000.

"The Country Girl" (Paramount). Criterion claimed the seventh week would tally $42,000.

"Prince Of Players" (20th-Fox). Rivoli dropped to $4,900 on the third, and last, week.

"Cattle Queen Of Montana" (RKO). Globe hoped for $9,000 on the opening week.

"The Americano" (RKO). Mayfair was down to $18,000 on the second week.

"20,000 Leagues Under The Sea" (Buena Vista-Disney). Astor claimed $37,000 for the sixth week.

"Unchained" (Warners). Victoria expected the opening week to reach $17,000.

"Vera Cruz" (UA). Capitol expected the sixth week to exceed $24,000.

"The Violent Men" (Columbia). Loew's State was heading toward $25,000 on the opening week.

Toll-TV Benefits Cited

PITTSBURGH—Dr. Millard C. Faught, New York economic consultant for Phonevision for Zenith Radio Corporation, told the Pittsburgh Radio and Television Club last week that motion picture exhibitors would receive substantial benefits from toll-TV.

He claimed that experiments with Phonevision in Chicago several years ago "suggest that the home TV boxoffice could easily double, if not quadruple boxoffice movie consumption," and hence will "encourage the making of many more good films in contrast to the current acute shortage of the same."

This would, according to Faught, give the theatres the prime requisite of what it takes to exploit their new technological advantages, big screens, dimensional sound, etc.

He emphasized that toll-TV would not make people lose their desire to go to the theatre.

LA Set For VC Meet

LOS ANGELES—The Variety Club of Southern California, Tent 25, announced last week that as host tent it is all ready for the Variety International Convention to be held here on May 4-5-6-7. Ezra E. Stern is chief barker.

Myers Attacks Effort To Widen 16mm Suit

Trans-Lux Stockholder Action Is Dismissed

NEW YORK—A minority stockholders' action brought against the directors of Trans-Lux Corporation was dismissed in State Supreme Court last week by Justice S. Samuel DiFalco. In the lawsuit, which took three months to try, plaintiffs made a wide variety of charges of malfeasance against the directors of Trans-Lux.

Commenting on the decision, Percival E. Furber, board chairman, said, "This has been a long and laborious, trying and expensive lawsuit. The directors' actions, which have been attacked by the plaintiffs, have been examined with a microscope by the Court, and it is gratifying to know that we have been completely exonerated. I hope this ends the strife and we are glad that the Trans-Lux management, which has been diverted by this taxing lawsuit, will now be able to turn its complete attention to more constructive labors."

In his opinion, Justice DiFalco, finding "no evidence of wrong-doing or negligence on the part of the defendants," concluded, "all through this record we are confronted and impressed with the diligent application of management and the board to their work, with the thorough investigations, analysis, and reports of management to the board and the board's comprehensive studies, considerations and determinations in respect thereof."

Concerning the charges which plaintiffs made against Harry Brandt with respect to his purchasing of film for Trans-Lux, the Court rejected all such charges and found that "Brandt rendered exceptionally competent service to Trans-Lux in his purchase of films for its account."

Plaintiffs were Jerome B. Ross, George C. Mason, and Walter Siemers, stockholders. Defendants were Harry Brandt, Milton C. Weisman, William M. Girden, Percival E. Furber, Herbert E. Herrman, Jacob Starr, J. Whitney Peterson, Jay Emanuel, the late Lee Shubert, Robert Daine, Joseph Viertel, Ralph Weiner, Percy N. Furber, Philip G. Whitman, Allan Fromme, the late Daniel Greenfield, Ismena Greenfield, Vivian Gruder, Bernard Klein, Louis Mazze, Flora Mazze, Harry Eisenstein, Joseph Ingber, Arthur Sommer, and Bert Fromme.

Attorneys for the principal defendants are Pomerantz, Levy, and Hanlak and Satterlee, Warfield, and Stephens.

Columbia Bows In Houston

NEW YORK—A. Montague, general sales manager, and Rube Jackter, assistant general sales manager, attended the opening of Columbia's 33rd domestic branch office in Houston, Tex., early this week. Also present from the home office was H. C. Kaufman, manager of exchange operations. The new Houston exchange will be managed by John Winberry, formerly a salesman in the New Orleans office, and will operate in the southwestern division, headed by division manager Jack Underwood.

TOA Loans $10,000 To Film Finance Group

NEW YORK—Theatre Owners of America has decided to loan Exhibitors Film Financial Group, the company formed by it to finance independent productions, the sum of $10,000 to cover initial expenses of organizing the company, it was revealed last week.

It is expected that TOA will advance further loans to the company for the same purpose. The loans are to be repaid by the EFFG from the proceeds from the sale of stock issue, which will consist of 100,000 shares of $100 par value.

The prospectus reveals that the EFFG expects to have an executive committee of five directors, in addition to the board of directors. Edwin S. Cantor has been named as new assistant secretary.

Film Dividends Increase

WASHINGTON—The publicly reported cash dividends of motion picture companies increased last year for the first time since 1947, it was revealed last week in a Commerce Department report.

The department reported that the preliminary 1954 total was $28,289,000, the highest figure since the $35,122,000 reported in 1951. The final figure in 1953 was $23,405,000. Dividends reached a peak of $54,461,000 in 1947 and then fell steadily. The 1954 total reverses a seven year trend. The Commerce Department usually figures that publicly reported cash dividends account for two-thirds of all dividends, so the total payments of film companies may have actually been over $40,000,000.

TOA Seeks Insurance Plan

NEW YORK—Theatre Owners of America is attempting to interest a single liability insurance company in a form of group liability insurance for TOA members, it was announced by president E. D. Martin last week.

Every member has been asked to fill out a questionnaire to provide the association with information helpful to it in its negotiations. If the plan goes through said Martin, there will be a considerable saving in premiums to the members. Group liability insurance is currently receiving the attention of COMPO also.

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SECTION TWO

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Government Seeks To Name Allied, COMPO, Four Exhib Groups As Co-Conspirators; Link With Toll-TV Charged

LOS ANGELES—The Justice Department served notice last week that it intended to amend the original complaint in its 16mm. anti-trust suit to include COMPO, Allied States Association, and four other exhibitor organizations as co-conspirators.

Although the court must rule on the motion before the exhibitor groups would actually become co-conspirators, the action caused considerable furor. Abram F. Myers, general counsel, Allied, charged that the Justice Department's move was actually designed to help Zenith Corporation's propaganda drive for the immediate authorization of toll-TV. The move "was not unexpected in view of the mysterious influence which the interests which instigated and are supporting that law suit are exerting in the Department of Justice," said Myers, and added, "Allied has taken no action savoring of boycott or any form of restraint of trade." Myers stated that the recent action in New York of the exhibitors anti toll-TV committee would mean that "this assist from the Department of Justice will do them (the proponents of toll-TV) little good."

The other exhibitor groups named in the government's motion were the Southern California Theatre Owners Association of Los Angeles, Metropolitan Motion Picture Theatre Owners Association, and the Independent Theatre Owners Association, both of New York; and the Pacific Coast Conference of Independent Theatre Owners, which has gone out of existence.

Harry Brandt, president, ITOA; Robert Coyne, special counsel, COMPO; Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; and Harry Arthur, president, SCTOA, all denied that their organizations had been involved in any conspiracy or restraint of trade.

Allied is reported to be weighing whether, in view of the government's action, it might not be wiser to ask the court to make it a defendant in the case instead of merely a co-conspirator.

If Allied is made a defendant, it can call witnesses, cross examine, and address the court, while as a co-conspirator all they can do is to submit a brief as a friend of the court at the end of the trial.

As defendants, however, they would have the expense of defending the case and if the case should be decided against them the court would bind the group in the final findings and judgment. This might make the group liable for damages in any private anti-trust suit brought by any TV station owner, who could use the government-won verdict as prima facie evidence in his own suit.

Yates Buys Stock

WASHINGTON—Herbert J. Yates, president, Republic Pictures Corporation, last week bought in the name of Republic Pictures, International, of which he is a director, 10,000 shares of common stock.

THE STORY IN TODAY'S
-ON YOUR SCREEN IN M

THIS IS IT! Get ready for it in a big way–to match the big way Paramount's selling it for you! Every technique, every medium that means more profit-dollars on the local level is in Paramount's campaign... so get aboard this headline-hot attraction. With the selling support Paramount's famous for, you're headed way up–to record business!

"MAN WILL CONQUE
SPACE SOON"
—COLLIER'S MAGAZINE

"3 SCIENTISTS OFFE
WINGED SPACE SHI
—N. Y. TIMES

"Are Our Space Men Prepared?"
—SATURDAY EVENING POST

"ASKS CONTROL OF MANNED SPACE VEHICLES"
—N.Y. HERALD TRIBUNE

Produced by GEORGE PAL
Directed by BYRON HASKIN
Screenplay by JAMES O'HANLON

Adaptation by PHILIP YORDAN, BARRE LYNDON
and GEORGE WORTHINGTON YATES
Based on the Book by CHESLEY BONESTELL and WILLY LEY

ST EXCITING HEADLINES
CH, FROM PARAMOUNT!!

CONQUEST OF SPACE

COLOR BY
TECHNICOLOR



The International Scene

Canada

TV And Taxation Hurt Movie Operation

TORONTO—With the advancement of TV, all Ontario theatres have seen a decline since 1951 in attendance of 3,648,192, or approximately four per cent, although the increase in population was nearly 20 per cent.

In the TV areas, areas affected by the operation of TV stations, admissions have declined even more sharply. In all of the 242 theatres for which attendance figures are obtainable in the TV areas, there has been a decline in attendance between 1951 and 1954 of 11,219,868 or a loss of almost 21 per cent, according to a brief on the amusement tax in Ontario submitted to Hon. Leslie Frost, Premier of Ontario.

In a statistic packed brief, the Ontario Exhibitors Committee for Amusement Tax Relief puts forth some reasons why the government should lessen the amusement tax burden, so as to stop the ever-growing list of theatres in the province closing because of the inroads of TV. Already, according to the brief, 29 theatres in TV areas have either been closed or sold and converted for other purposes during the past three years. Some of the theatres have closed and reopened two and three times during this period. Of the total, 14 are in Toronto.

The brief points out that only one new regular theatre has been built, and "that theatre, which we are informed is unprofitable, was built in connection with a suburban Plaza Development in Toronto. Of course," says the brief, "there are many completely new suburban areas opened up adjacent to the larger cities which need, and under normal conditions would have, justified additional theatre investments.

"In the face of the competition which the industry has to face from television, no one now in the industry, so far as we know, has the courage to make these investments. In the whole of the Province there are only three regular theatres under construction today, all of these being in the nothern part of the Province and in areas not yet affected by television competition."

There have been many changes of ownership since March, 1952, it is stated, but these have occurred "not because such theatres have been profitable, but because of the efforts on the part of owners to unload a losing business."

The brief asks for a reduced and modified tax in the lower brackets, with all tickets under 50 cents tax exempt, the scale then being accelerated with the increase in the price of tickets.

The tax would be one cent on admissions of 21 cents to 54 cents, two cents on tickets 55 to 58 cents, three cents on 59 to 67 cents, four cents on 68 to 76 cents, five cents on 77 cents to 85 cents, and six cents on 86 to 94 cents. All these prices are before tax.

The brief points out that it was not just the large theatres in the large cities that have felt the effects of TV. "The small theatre in the small town and the small privately-owned theatre in the suburban areas of the larger centers have felt the effects of TV to an even greater extent."



Londoners recently mobbed the Plaza to see Paramount's newest Dean Martin-Jerry Lewis picture, "Three Ring Circus." The theatre's attractive circus-flavored front proved to be a real eye-catcher.

Canadian Comment

Ted Doney, Royal, Guelph, Ontario, has been getting some dandy results with clever co-op. ads in local newspapers. Smartly worded copy recently tied in "Three Ring Circus" with the House of Television next to the theatre with adroit use of real circus copy. This was nearly five-eighths of a page.

CINE CHATTER: The Hamilton Daily News, daily paper due to become an evening as well as a morning newspaper, has a show column written by Gordon Bullock. . . . There are now over a million TV sets in Canada, according to a spokesman for the Radio-Television Manufacturers' Association. . . . The Granada, Hamilton, has changed its name to the Downtown after completion of extensive remodelling. The house is managed by Paul Turnbull. . . . Russ McKibbin, manager, Imperial, distributed Martin and Lewis balloons to the first 500 juveniles attending "Three Ring Circus." Now Russ is getting behind "A Star Is Born," in its third week. . . . Trade showing of "Romeo And Juliet" for circuit managers in western Ontario was conducted by R. C. Harvey, district supervisor, at the Odeon, London, with manager Ken Davies as host. . . . Elmwood, a 620-seat house at London, Ont., was transformed by Twentieth Century Theatres. First picture under the new policy was "Modern Times." . . . Manager Walter Lackenbauer, Soper, Smiths Falls, greeted parents of the first baby in 1955 in his town with a double pass for a month to his house. . . . A patient in the Saint John General Hospital for some weeks with virus pneumonia was Mort Bernstein, B and L Theatres. . . . After completion of renovations, Capitol, Woodstock, N.B., was reopened with "The Robe" as its attraction. . . . Duncan Campbell, manager, Mountain, Hamilton, is steering arrangements for a benefit show in February for Variety Village under the auspices of the Hamilton Theatre Managers Association, of which he is president. . . . Staffs of the Rex, Grand, and Queen City drive-ins, Regina, were entertained by theatre operator Jack D. Watson and Mrs. Watson. . . . Amherst, Montreal, formerly operated by Raymond Allen, has been returned for operation by Premier Operating, Ltd. . . . R. W. Balstad, vice-president, Famous Players, heads the film division in the campaign for the St. Michael's Hospital Fund. Three section chiefs in the campaign are H. S. Mandell, Ben Freedman, and Clare Appel. . . . Disney Chiefs Leo F. Samuel, James O'Gara, and Charles Levy were in Toronto for two-day talks with Empire-Universal Films, Ltd., Disney's Canadian distributor.

HARRY ALLEN, JR.

Cuba

In Havana, J. R. Grainger, president, RKO, and Walter Branson, world-wide sales manager, held sales meetings last week with Michael Havas, RKO's Latin America supervisor, and local sales personnel. Before coming here, Grainger held a series of meetings with exhibitors in Mexico City in connection with "Underwater!". Among the prominent Latin American exhibitors with whom he talked were Gabriel Alacon and Manuel Espinosa, who control 350 top Mexican theatres and who will play the Jane Russell starrer.

England

Westrex, Ltd., and the G. B. Kalee Company are the latest manufacturers of theatre equipment to sign licensing agreements to produce Perspecta sterephonic sound integrator units, it was announced by C. Robert Fine, president, Perspecta Sound, Inc. Fine said that the Westrex and Kalee deals, coming as they do on the heels of similar deals with N. V. Philips, Eindhoven, Holland, and Zeiss-Ikon, Germany, reflect high confidence of the world's principal equipment makers in Perspecta. Nearly 2,000 exhibitors throughout the world "have already gone Perspecta," according to Fine. Orders for the equipping of at least 5,000 more theatres await delivery of integrator units. The special significance of the Westrex and Kalee deals is that they break the bottleneck of import restrictions which up to now has held back the equipping of British and other sterling area theatres, Fine pointed out. Besides supplying growing demands among Commonwealth countries, Westrex, Ltd., will also act as suppliers of integrator units to Westrex offices throughout the world. Fine revealed that the total number of manufacturers throughout the world licensed to make Perspecta equipment is now eighteen, three in the United States, four in Italy, two in France, two in Japan, one in Brazil, one in Spain, one in Norway, one in Holland, one in Germany, and the latest two in Britain.

Mexico

MEXICO CITY—J. R. Grainger, president, RKO, last week attended a sales meeting here, held by Michael Havas, Latin American supervisor. Walter Branson, sales head will meet Grainger in Havana for a sales meeting which Havas also will attend. From Havana, Grainger will go to New Orleans and Dallas on his way back to Los Angeles.

Toll-TV Problem Tops Drive-In Agenda

WASHINGTON—Allied States Association announced last week that through courtesy of the joint committee on toll-TV, Harold Wolff, who was recently retained by that committee as public relations counsel, will address Allied's national drive-in convention which will be held at the Chase Hotel, St. Louis, Feb. 8-10.

Wolff is expected to describe and analyze the vast propaganda campaign that is being waged by the proponents of subscription television. Few exhibitors seem to realize the extent of that campaign, the skill with which it is being conducted, or the sinister misrepresentations and distortions of fact concealed therein, Allied said.

The convention is open to all drive-in operators regardless of whether they are Allied members, members of other oganizations, or members of none. Advance reservations indicate that a big crowd will be on hand to receive first-hand information regarding what the members of the joint committee regard as the greatest menace to the motion picture business today.

The committee seeks the best methods of exposing and counteracting the propaganda efforts of Zenith and others to make it appear that there is an overwhelming public demand for toll-TV. An obvious effort is being made to hustle the Federal Communications Commission, said Allied, and, perhaps, Congress, into approving toll-TV before the facts can be developed as to the disastrous consequences, not merely to motion pictures, but to television and the public as well, in case toll-TV is approved.

This will be Wolff's first public appearance since being retained in this matter, and it is believed that exhibitors will be impressed by this new personality in the business on whose experience and skill so much depends, convention chairman A. B. "Jeff" Jefferis said.

Hyman Predicts Strong Lineup

NEW YORK—Edward Hyman, vice-president, American Broadcasting-Paramount Theatres, last week forecast a stronger lineup of pictures for the usually slow months of May and June.

Hyman, long an advocate of an "orderly release of pictures," made the forecast after communicating with the major distributors. He has long claimed that good pictures would draw at any time of the year, and that both exhibition and distribution would benefit from the ending of the feast or famine condition created by the bunching of quality releases.

Atlas Buys RKO Stock

NEW YORK—An Atlas Company spokesman interpreted the buying of an additional 115,000 shares of RKO stock last week as an indication that president Floyd B. Odlum was confident of reaching an agreement with Howard B. Hughes regarding the management of RKO.

According to reports, Atlas and associates control nearly 1,200,000 shares of RKO stock, Hughes 1,262,000 shares, and others about 500,000 shares.

The 115,000 shares were acquired by Atlas on the open market during December.

"Obscenity," "Incite To Crime" Defined In Ohio License Measure

Flick Asks Classification Rather Than Censorship

RICHMOND—A "contract system of classification" was suggested last week to the meeting of state film censors here as a substitute for film censorship by Dr. Hugh Flick, director, New York State Film Censorship Board.

Under the Flick plan, a film company would receive a license for its films on a voluntary basis, and various classifications would be set up for films which might be the subject of moral controversy.

The meeting of censors was extremely general in nature and was not expected by Dr. Flick to produce any decisions, having under consideration such subjects as the increase in crime and violence in motion pictures during the last year and the variation in censorship laws from state to state.

Altec Signs Century Circuit

NEW YORK—Following several weeks of negotiation, Altec Service Corporation last week announced the signing of a contract whereby Century Circuit, Inc., will employ the services of Altec field engineers in 17 of its theatres.

The contract, consummated between Marty Wolf, Altec assistant sales manager, and Walter Dunn, Century Circuit, involves servicing, maintenance, repair, and replacement of the stereophonic and optical sound systems in all Century theatres located in Brooklyn, New York, and certain other locations.

Altec field engineers, under the supervision of Ralph Kautzky, northeastern division manager, and Shell Trent, branch manager, will service the Albemarle, Brooklyn; Avalon, Brooklyn; Bliss, Long Island City; Brook, Brooklyn; College, Brooklyn; Elm, Brooklyn; Farragut, Brooklyn; Broadway, Brooklyn; Kingsway, Brooklyn; Marine, Brooklyn; Mayfair, Brooklyn; Midwood, Brooklyn; Nostrand, Brooklyn; Patio, Brooklyn; Plaza, Corona, L. I.; Rialto, Brooklyn; Sunnyside, Woodside, L. I.



Edmund C. Grainger, newly appointed Republic sales manager in charge of circuit operations, is seen recently with Richard W. Altschuler, vice-president and director of world-wide sales.

COLUMBUS, O.—An administration sponsored bill to license films was introduced in the Ohio Legislature by Democrats John J. Conway, James P. Kilbane, and Jess Yoder, and Republican Charles Whalen, Jr., last week.

Exhibitors would be fined from $25 to $300 if they show unlicensed films and distributors fined the same amounts if they refuse to delete objectionable material. License fees are set at $5 per reel for the first print, which it is claimed would return about $65,000 per year, $200,000 less than the amount brought in by the old law. Appeals to the Ohio Supreme Court are provided for if licenses are refused. The bill would permit mayors, county prosecutors, and village solicitors to seek injunctions in common pleas court against distribution of indecent literature. Fines range from $50 to $2,000.

A film may be found to be obscene if it portrays explicitly or in detail an act of adultery, fornication, rape, sodomy, or seduction, or if either theme, manner of presentation, or both, present sex relations as desirable, acceptable, or proper patterns of behavior between persons not married to each other or the dominant purpose or effect of which is erotic or pornographic, or if it portrays nudity or a simulation thereof, partial nudity offensive to public decency, sexual relations of any kind, sex organs, abortion, or methods of contraception, or if it contains vile or profane language.

A film may be found to incite to crime if the theme or manner of presentation is of such character as to present the commission of criminal acts or contempt for law as constitutional, profitable, desirable, or acceptable behavior, or if it teaches the use or methods of use of narcotics or habit-forming drugs or presents explicit methods for commission of crime.

A service fee of $5 is provided for each additional copy of the film or fraction thereof to which license is granted. Exempted are scientific and educational films, trailers, and newsreels. The bill forbids the showing of trailers with scenes ordered deleted from the feature which they advertise.

Robert Wile, secretary, Independent Theatre Owners of Ohio, claimed that the $5 fee would yield about $100,000 a year rather than the administration's estimate of 65,000. Calling the bill an attempt to get around the word censorship, he said the license system is "just as unconstitutional as any other form of prior restraint." On definitions of obscenity, Wile said, "I doubt if the language can go through the mails. If these are all right in print why can't you see the actions they describe on the screen."

Siegel, Paramount Part

HOLLYWOOD—Paramount last week issued the following statement, "Y. Frank Freeman, vice-president in charge of the studio, and Sol Siegel, producer, jointly announced that at Siegel's request, the contract between Siegel and Paramount, had been terminated."

U-I's "SIX BRIDGES T

TO DO "GLENN M

IN SENSATIONA

TERRITORIA

Breaking Records in Cities and Towns of E

R.K.O. MEMORIAL, Boston
ALBEE, Providence
STRAND, Hartford
ACADEMY, Fall River
BROADWAY, Lawrence
KEITH, Lowell
STATE, Manchester
SAXON, Fitchburg
MERIDEN, Meriden
PALACE, Danbury
CAPITOL, Ansoni
BRISTOL,
STATE, Waterbu



Universal-International presents

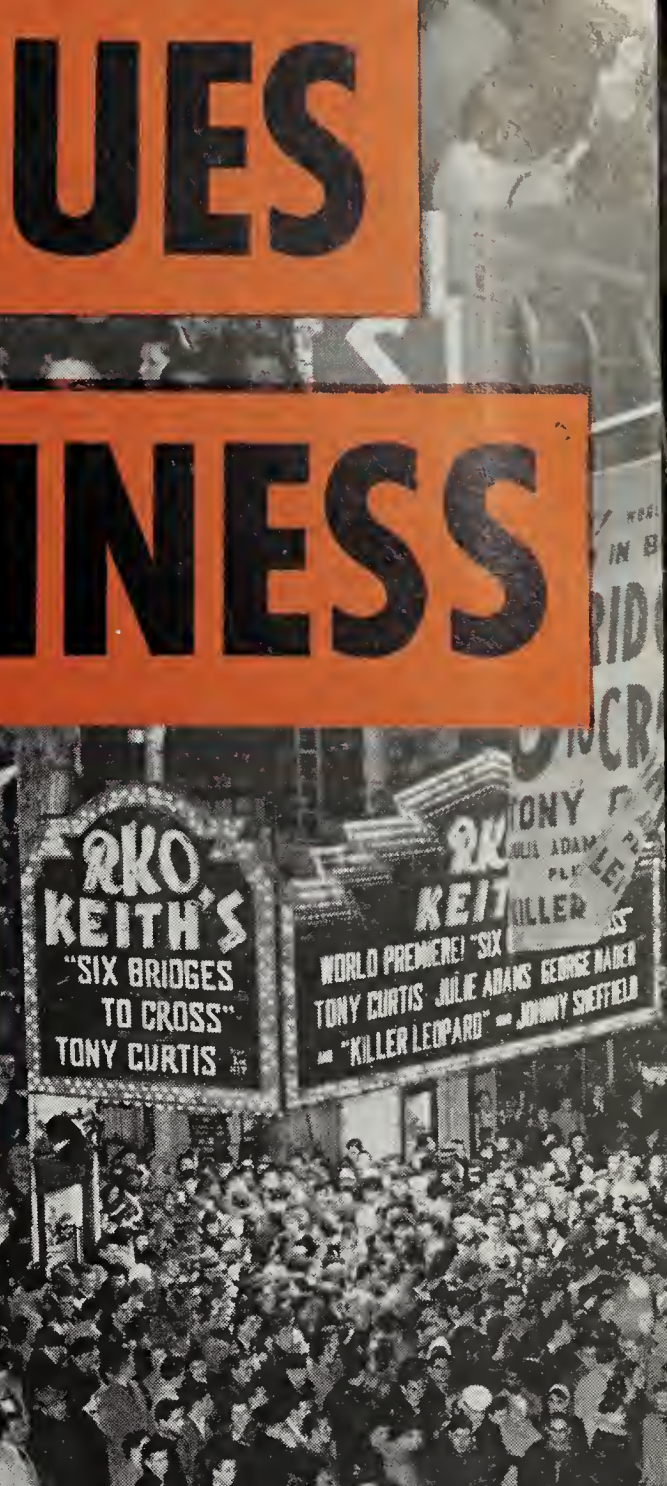
6 BRIDGES TO CROS

ROSS" CONTINUES

ER STORY" BUSINESS

EW ENGLAND

PENINGS



e!

BIJOU, Springfield

ERA HOUSE, Bangor

Britain

Portland

PRESS TIME FLASH!
SMASH BUSINESS IN NEW YORK AND INDIANAPOLIS— FIRST OPENINGS OUTSIDE NEW ENGLAND TERRITORIES!

"'SIX BRIDGES TO CROSS' DREW BIGGEST CROWDS EVER TO TURN OUT FOR AN OPENING IN THE 25-YEAR HISTORY OF THE R.K.O. MEMORIAL THEATRE, BOSTON. WASHINGTON STREET JAMMED SIDEWALK TO SIDEWALK. POLICE FORCED TO DETOUR ALL TRAFFIC."

JAY GOLDEN
New England Division Mgr. R.K.O."

NG

ONY CURTIS
ULIE ADAMS
EORGE NADER

JAY C. FLIPPEN • SAL MINEO



Universal International

e by JOSEPH PEVNEY • Screenplay by SIDNEY BOEHM • Produced by AARON ROSENBERG



Theatre equipment manufacturers and other industryites gather at the home of Harold F. Wendt to honor Harry H. Strong, president, Strong Electric Company, Toledo, O., upon his retirement as a director of TESMA. Left to right, standing, William Gedris, Al Boudaris, Fred Matthews, Frank Kuehnle; seated, Harry Strong, Erwin Wagner, Harold Wendt and Bert Martin.



The hungry gang pitches into lobsters flown from Boston for the festive occasion by host Harold F. Wendt, head, Wendt Advertising Agency.

Lobsters, Laughs, And Memories

HOW do theatre equipment manufacturers relax when they manage to take a few hours off from their business? Well, here is how eight of them, from various parts of the country, "played" when they gathered recently to honor one of their number—they ate 30 pounds of lobster, shuffled the pasteboards, and reminisced, for the most part.

Deserting their desks for 36 hours, the men gathered at the home of Harold F. Wendt, head, Wendt Advertising Agency, Toledo, to honor Harry H. Strong, president, Strong Electric Company, Toledo, manufacturers of projection arc lamps, upon his retirement as a director, Theatre Equipment Supply Manufacturers Association.

The association staged its first trade show in 1946 in the Secor Hotel here. Between 40 and 45 equipment manufacturers were present. Today there is but one hotel in the country, the Conrad Hilton, Chicago, large enough to accommodate all the members and exhibits under one roof.

Those present at the lobster party included Fred Matthews, Chicago, current president, TESMA, and also president, Motiograph, Inc., the oldest manufacturers of motion picture projectors; Bert Martin, motion picture exhibitor; Erwin Wagner, Chicago, president, Wagner Sign Service, Inc., manufacturers of the marquee signs; William Gedris, Grand Rapids, Mich., president, Ideal Seating Company, manufacturers of theatre seating; and Al Boudouris, Toledo, president, Theatre Equipment Company and Eprad, Inc., manufacturers of in-car speakers, and operator, new Miracle Mile Drive-In and other drive-ins in Ohio, Michigan, and Indiana, together with Frank Kuehnle and Harold Wendt, Wendt Advertising Agency.

Collectively, they could write a documentary of the industry from an equipment standpoint, virtually from the first "flicker" up to the present time.

Strong is recognized as the dean of equipment manufacturers as well as one of the country's outstanding projection lighting engineers.

As can be seen easily from the pictures equipment executives long to loosen their on these pages, it didn't take these top ties and make themselves comfortable.



Left to right, Wagner, Gedris, Strong, Martin, Wendt, and Boudaris; Strong, dean of theatre equipment managers, reminisces with Wendt, his advertising counsellor for 30 years; Gedris tells Strong and Fred Mathews, president, TESMA, about the one that got away.







Wagner, president, Wagner Sign Service, Inc., and a five pound lobster survey each other with considerable suspicion evident.



Strong and Wagner demonstrate that their work for the association has been pleasant as well as profitable for them.



William Gedris, president, Ideal Seating Company, claims he seldom has such fun.



Left to right, Strong; Martin, advertising manager, MOTION PICTURE EXHIBITOR; Kuehnle, Wendt Advertising Agency; and Boudaris, president, Theatre Equipment Company and Eprad, Inc.



After a lobster dinner, there's nothing like a good cigar or plenty of cigarettes.



Boudaris discusses public acceptance of Miracle Mile Drive-In, of which he is manager, with Martin.



Strong appears dubious as Wendt asks him if he'd like to organize another trade association.



Left to right, Strong, Martin, Kuehnle and Boudaris, facing Erwin Wagner in one of the party's quiet moments, few and far between.



Host Wendt checks the menu for next morning. What's eggs anyway, might be the caption.

One of America's Top Showmen Hails THE COMEDY SMASH OF '55

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1206 10-51

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM
DAY LETTER
NIGHT LETTER
S
E

INTERNATIONAL SERVICE
Check the class of service desired; otherwise the message will be sent at the full rate
FULL RATE
LETTER TELEGRAM
SHIP RADIOGRAM

NO. WDS.-CL. OF SVC. | PD. OR COLL. | CASH NO. | CHARGE TO THE ACCOUNT OF | TIME FILED

FAX NEW YORK NY 27 DL PD

M.R.GOLDSTEIN, GENERAL SALES MANAGER
ALLIED ARTISTS PICTURES CORP.
1560 BROADWAY, NEW YORK, NY

IT TOOK ME SIX MONTHS TO SELECT A PICTURE TO FOLLOW "LILI", WHICH RAN 95 WEEKS AT THE TRANS-LUX 52ND STREET THEATRE. AFTER I SAW "TONIGHT"S THE NIGHT", IT TOOK ME THREE MINUTES TO DECIDE THAT, OF ALL THE FILMS I HAD LOOKED AT, THIS WAS THE PICTURE I WANTED. NOW THAT I HAVE SEEN THE EXCELLENT REVIEWS AND THE BOX OFFICE FIGURES, I WANT TO CONGRATULATE YOU ON HAVING THIS PICTURE AND TELL YOU HOW PLEASED I AM WITH IT. UNQUESTIONABLY THIS WILL BE ANOTHER LONG RUN FOR THE TRANS-LUX 52ND STREET THEATRE AND WE ARE LOOKING FORWARD TO A VERY HAPPY NEW YEAR OF BUSINESS WITH "TONIGHT"S THE NIGHT". SINCERELY

HARRY BRANDT

"Tonight's

And the N.Y. Critics Agree!

"★ ★ ★ ½★ Outrageously funny comedy! Rich, delightful!"
—*N. Y. DAILY N*

"Wild, joyous! A stout rival for even that long-run wonder "
—*N. Y. WORLD TELEG*

"Hilarious! Amusing as all the Pat and Mike stories put toget
—*N. Y. DAILY MIRI*



ALLIED ARTISTS
presents

DAVID
NIVEN
YVONNE
DE CARLO
BARRY
FITZGERALD

A MARIO ZAMPI Production
Produced and Directed by MARIO ZAMPI
Original Story and Screenplay by
JACK DAVIES and MICHAEL PERTWEE

COLOR BY TECHNICOLOR

the Night"

h roughly engaging! Has the sure touch and should enjoy a
rg run!" —N. Y. JOURNAL-AMERICAN

em! The windup is a howl! Especially eye-filling color!"
—N. Y. POST

rolic...broad amusement! As it was in 'The Quiet Man', they
e what they want!" —N. Y. TIMES

Watch for

CORNEL WILDE • RICHARD CONTE
BRIAN DONLEVY • JEAN WALLACE
IN
THE BIG COMBO
Written by PHILIP YORDAN · Produced by SIDNEY HARMON · Directed by

RKO Embarks On Most Active Year With 21 Indies, Four Home-Made

NEW YORK—With the release of "Underwater!," Howard Hughes' $3,000,000 Superscope-Technicolor production, RKO embarks on one of the most active years in its history, according to an announcement last week by Walter Branson, world-wide sales manager.

Scheduled for release at this time by RKO are 21 independently made films plus four top-budgeted pictures made by RKO. Among the independents set to release through its facilities are Edmund Grainger's Ram Productions, Benedict Bogeaus, David Butler Productions, the King Brothers, and Nat Holt Productions.

The first two films from Ram Productions are "Treasure Of Pancho Villa" to be filmed in northern Mexico, and James Street's best selling novel, "Oh, Promised Land," starring Alan Ladd. Both pictures will be filmed in Technicolor and Superscope.

"Escape To Burma," from Benedict Bogeaus, will be released March 26, starring Barbara Stanwyck, Robert Ryan, and David Farrar. Another Bogeaus picture, also starring Miss Stanwyck, is scheduled to go before the cameras in the near future.

David Butler will guide the production and direction of three pictures to be released through RKO. The first, "Miracle At Santa Anita," will have that famous race track as its Technicolor background. Two others, as yet untitled, will also be under the production and direction of Butler.

The King Brothers are currently preparing "The Boy And The Bull," budgeted at over $2,000,000, in CinemaScope and Technicolor. In June, they journey to England to start work on "Two-headed Spy."

Nat Holt has three pictures lined up on his schedule. The first is a Superscope-Technicolor production, "Rage At Dawn," starring Randolph Scott, Mala Powers, and Forrest Tucker, which goes into release April 19. Slated for future production by Holt are "Louisiana Lottery" and "Texas Lady."

"Quest for the Lost City" and "Tarzan's Hidden Jungle" are two Sol Lesser products that will shortly go into release. Another production, as yet untitled, is also on the Lesser agenda for 1955.

Robert Stillman has "The Americano" currently in general release. Allan Dowling Productions have two films on their calendar, "People Like Us" and "The Sea Is A Woman."

Winding up the list of independents are three pictures, all untitled, to be filmed under the banner of Prize Pictures.

The RKO pictures to go into release this year are "The Conqueror," starring John Wayne, Susan Hayward, and Pedro Armendariz; "Jet Pilot," starring Wayne with Janet Leigh; and "Son Of Sinbad," with Dale Robertson and Sally Forrest.



Actor James Stewart's father, Alexander Stewart, 82, and his bride of less than two months, the former Nita Stothart, 76, St. James, New Brunswick, Canada, recently had their first glimpse of a Hollywood studio when they paid a visit to U-I's and saw Joan Crawford appearing before the cameras in "Female On The Beach." All are shown above.

NT Plans No New Houses

NEW YORK—At the present time, National Theatres has no plans to acquire new theatres, it was announced last week by NT president Elmer C. Rhoden. This applies to both drive-ins and conventional theatres, although the company may "develop" its own vacant properties.

National Theatres has just completed its divestiture program under the consent decree, and is legally allowed to buy new theatres.

MGM To Stop C'Scope Regular Prints Abroad

NEW YORK—Morton A. Spring, first vice-president, Loew's International Corporation, in charge of sales, last week issued the following statement: "Beginning Sept. 1, 1955, MGM will discontinue release of wide-screen versions of its CinemaScope pictures in the international market. The actual cut-off date will vary with each country because release schedules vary. However, in no country will the new policy begin before Sept. 1, 1955. Because of the time required for a picture to play through to theatres not yet equipped for anamorphic projection, it will be at least one year before any theatre overseas will be affected by the new policy.

"We feel that this time-span plays fair with our customers and in our mutual best interests will provide them ample opportunity to install anamorphic equipment and thereby share in CinemaScope prosperity. In connection with this announcement, it is important for exhibitors to realize our belief in the great present and the even greater future boxoffice value of CinemaScope presentations. In every country the film public has given unmistakable approval to CinemaScope pictures with Perspecta stereophonic sound and has shown overwhelming preference to attend those theatres properly equipped for CinemaScope showings.

"We are confident that our action will inspire exhibitor cooperation and approval, and that theatremen everywhere, even those who operate the smallest theatres, will realize the wisdom of installing the equipment necessary to show MGM CinemaScope pictures at their best," the statement concluded.

Loew's Meeting Set

NEW YORK—The annual meeting of Loew's, Inc., will be held in the home office on Feb. 24, it was revealed last week in a proxy statement issued by the management. The management proposes the reelection of the present board, consisting of George A. Brownell, G. Richard Collins, Howard Dietz, F. Joseph Holleran Eugene W. Leake, Benjamin Mi'n'ker, Charles C. Moskowitz, William A. Parker, J. Robert Rubin, Charles M. Reagan, and Nicholas M. Schenck.





Republic executives and stars gathered recently at the studio to honor some members of the 20-Year Club. Seen on the left are, left to right, Reginald Armour, Republic managing director in Great Britain; President Hebert J. Yates; Francis A. Bateman, western division manager, Republic; actor Jim Davis; actress Vera Ralston; and, standing, Jack E. Baker, Republic vice-president in charge of studio operations. On the right, Armour is seen in the center background, while others represented include Hy G. Glick, secretary-treasurer; Bateman; William J. O'Sullivan, associate producer; T. W. Yates, purchasing department chief; John Bourke, location manager; Gerald Roberts, head, music department; Joe Kane, associate producer-director; R. G. Springsteen, director; Barry Shipman, writer; William Witney, director; Bud Thackery, cameraman; Betty Andrews, accounting department office manager; and other long-time employes. These senior staff members all received gifts and other tokens of appreciation from management.

Abner And Iannuzzi Upped By Warners

NEW YORK—Ben Abner and Ralph Iannuzzi have been promoted to the posts of district managers in an important realignment of the Warner sales force, it was announced last week by Ben Kalmenson, vice-president in charge of distribution. At the same time, Kalmenson announced several other promotions and transfers of key sales department personnel, pointing out that this realignment was in keeping with the company policy of promoting from the ranks whenever possible.

Abner, at present New York branch manager, is promoted to metropolitan district manager. Iannuzzi, now Boston branch manager, will assume the position of eastern district manager, with supervision over the Albany, Boston, Buffalo, and New Haven territories.

Additional promotions and transfers announced were Ernest Sands, promoted from the post of Cleveland branch manager, and transfers to New York branch manager; William Twig transfers from Pittsburgh to Cleveland branch manager; while Jack Kalmenson transfers from Milwaukee to Pittsburgh branch manager. The position of Milwaukee branch manager was assigned to Frank Reimer, who was promoted from his present position of local sales manager, Los Angeles, while William Kumins was promoted from assistant branch manager, Boston, to succeed Iannuzzi as Boston branch manager.

Abner is replacing Norman Ayers, who is resigning to enter private business.

MGM Launches 16mm. Drive

NEW YORK—Loew's International Corporation last week launched a year-long sales effort in celebration of MGM's opening of the overseas 16mm. market 10 years ago. More than 40 MGM territorial offices overseas will participate in the celebration, which will be called MGM's 10th Anniversary 16mm. Olympiad.

R. Haven Falconer, 16mm. sales manager, has been appointed world-wide captain.

"Don't Forget My Shorts," Cautions Warners' Moray

NEW YORK—Warners announced last week that May 1 through May 29 will be Norman H. Moray's 25th Silver Anniversary Month.

The short subjects sales manager said, "It's been a wonderful quarter of a century in a great business. Of course, I am very thrilled to have my home office associates designate the month of May in my honor for all branches of Warners business, not just short subjects, but don't forget my shorts!"

Crown Productions Formed

NEW YORK—Formation of Crown Productions, a new independent film-producing organization to release through United Artists, was announced last week.

The four principals involved are Robert L. Jacks, Robert Goldstein, Spyros S. Skouras, and Plato Skouras. Jacks and Goldstein were both executives associated with the late Leonard Goldstein's independent productions. This venture, however, marks the first time either of the Skouras brothers have been connected with film production.

Jacks will function as producer; Goldstein will handle the west coast financing and other executive matters; Plato Skouras, currently employed at 20th-Fox, will work with Jacks on the production end; while Spyros S. Skouras will continue his executive duties as president, Skouras Theatres, New York, and confine his activities with the new company to eastern financing and distribution problems.

RKO Rent Rates Rise

HOLLYWOOD—Beginning immediately, RKO-Pathe studios at Culver City will increase its rental rates 10 per cent for theatrical production and 20 per cent for TV production, it was announced last week by C. J. Tevlin, vice-president in charge of studio operation.

The increase has not been induced by the shortage of space, Tevlin explained, but is due to increases in property taxes, personal taxes, labor charges, etc.

This Was The Week When.....

Industry and United Nation leaders planned the Feb. 9 world premiere in New York of "Assignment Children," highlighting Danny Kaye's overseas trip on behalf of the United Nations Children's Fund. . . . U-I's "The Far Country" was set for its New York premiere at the Globe on Feb. 12. . . . The 16th annual Redbook award for the most distinguished contribution to motion pictures was accepted for Paramount by Don Hartman, production head. . . . New York, Cleveland, and New Haven took the lead as UA's Robert Benjamin Drive entered its final phase. . . . AA acquired western hemisphere release rights to Tondon Productions' "Time Slip." . . . Warners' stars Tab Hunter, Mona Freeman, and Dorothy Malone attended the world premiere of "Battle Cry" in Baltimore and then enplaned for the New York opening at the Paramount.

The world premiere of Columbia's "The End Of The Affair" was set for the Empire, Leicester Square, London, on Feb. 24. . . . Nat Cohen, president, Anglo Amalgamated Film Distributors, Inc., arrived in New York from London to discuss distribution of his two latest, "Confession" and "Red Monkey." . . . Paramount's "Strategic Air Command" received a rare rave "review" in the Congressional Record from California Senator Thomas H. Kuchel. . . . The fifth and final program in the festival, "The Golden Age Of The Cinema" at the 55th Street Playhouse, New York, was "Metropolis" and "Potemkin," German and Russian films. . . . Columbia declared a cash dividend of 50 cents per share on the common stock payable on February 25 and a five per cent stock dividend payable on March 31. . . . Jack L. Warner announced a deal with Phoenix Corporation, production company headed by Julian Blaustein and writer Daniel Taradash to film Pulitzer Prize winner, "Guard Of Honor." . . . UA announced that they will release Edward Small's "The Brass Ring," starring Anthony Quinn.

Winners Announced For IFE Jacon Drive

NEW YORK—The final results of IFE Releasing Corporation's Bernard Jacon Testimonial Sales Drive were computed last week with sales personnel from three different sections of the country finishing in top money positions. Phil Levine, New York branch manager, and Sal DiGennaro, New York representative, finished in first place after leading the field for several weeks.

Glenn Fannin, former Dallas district manager, who was recently promoted to central division manager, finished in second place, with Joe Nercesian, San Francisco representative, finishing in the third money spot.

The drive, IFE's first sales contest, was launched in September, 1954, in honor of the distributing company's vice-president in charge of sales.

In notifying the field of the results, Jacon expressed his gratitude to the men and women of the sales organization for their untiring effort and support, and predicted that the experience and results gained in this first drive will fortify them for 1955.

Vending Suit Filed

PHILADELPHIA—An anti-trust suit was filed in U. S. District Court last week by Charles Sweet Company against Berlo Vending Company, A.B.C. Vending Company, Peoples Service News Company, Peoples Service Vending Company, Automatic Sales and Service Company, Popcorn Sez Company, Inc., Raceway Concessions, Inc., Shipyard Concessions, Inc., Rath Concessions, Inc., and also the partnership of Jack Beresin and Phillip Loeb.

Monopoly is charged under the anti-trust laws, and it is charged by the plaintiff that the defendants conspired to dominate the concession field in states along the eastern seaboard, and that Berlo and the others bought up and sought to eliminate competition in the vending field.

No dollar amount of damages was asked as this could not possibly be estimated until pre-trial decision is made, but it is reported that the amount will be considerable.

Edwin Rome is representing the Sweet Company in the proceedings.

Distribs Called In Schine Case

BUFFALO—Justice Department trial attorney Joseph E. Mcdowell called representatives of Warners and RKO to the stand last week in the government's attempt to prove that the houses of Darnell Theatres, Inc., and Elmart Theatres, Inc., were operated so they would not afford competition with Schine Circuit theatres.

The representatives called were Max Westlake, branch manager, RKO, Albany, and Morris E. Lefko, eastern central district manager, Warners. Westlake testified that Schine Theatres was allowed to use alternative licensing, which allows an exhibitor with more than one theatre in a community to use a film in either theatre. He further testified that Fabian Circuit theatres in Albany and Schenectady have the same privilege. Both Ayers and Westlake testified that they treated Schine no differently than other exhibitors, with all business transacted picture by picture and theatre by theatre.

In The Newsreels

IN ALL FIVE:

Off Long Island, N. Y.: Atomic-powered sub makes first successful dive. Europe: Floods.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 10) Washington: President asks for force to balk Formosa invasion. New York City: Nationalist China at United Nations approves President's message. Ireland: Record blast set off in Kildare. Bavarian Alps: Skibob. Switzerland: Madeleine Berthod becomes international women's ski champ.

NEWS OF THE DAY (Vol. XXVI, No. 244) Washington: President asks for force to balk Formosa invasion. Massachusetts: Surrender ends prison revolt. Ireland: Record blast set off in Kildare. Belgium: Fools' carnival at Ronse. Washington: Dane beats U.S. track star.

PARAMOUNT NEWS (No. 47) New York: Stars honored at charity luncheon. Washington: President asks for force to balk Formosa invasion. Philadelphia and Washington: U.S. track star beats Dane, then tables are turned.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 642) Louisville, Ky.: Ten outstanding young men of year honored. Stanford University: Battered bric-a-brac restored. San Francisco: Spring hats. England: International soccer. Washington: Dane beats U.S. track star. New York: Stars honored at charity luncheon (New York City only).

WARNER PATHE NEWS (Vol. 26, No. 49) Australia: Sinatra hailed. Austria: GIs learn how to travel Alpine style. France: Moving day for deer. Washington: Dane beats U.S. track star. Bavaria: Bobsledders.

IN ALL FIVE:

Washington: Newsreel records President's press conference for first time.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 9) Formosa Strait: Seventh Fleet on guard. Costa Rica: Army recaptures town; fights to suppress revolt. France, Germany, and England: Floods. Italy: Animals blessed at Roman rite. Germany: Hockey. Austria: Skiing. Harrisburg, Pa.: Inauguration of Governor Leader (Philadelphia only). Philadelphia: Franklin Institute gets Nickelodeon (Philadelphia only). Hollywood, Cal.: Preview of "Prince Of Players" (Los Angeles and San Francisco only).

PARAMOUNT NEWS (No. 46) Formosa Strait: Seventh Fleet on guard. Austria: Skiing. New York City: Eastern all-stars defeat West in all-star basketball.

NEWS OF THE DAY (Vol. XXVI, No. 243) Formosa Strait: Seventh Fleet on guard. France: Floods. Washington: Vice-President Nixon pumps gas for March of Dimes. Austria: Skiing (except Philadelphia). Philadelphia: Franklin Institute gets Nickelodeon (Philadelphia only).

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 641) Europe: Storms, floods. Washington: Vice-President Nixon pumps gas for March of Dimes. New York: Tyros tangle in Golden Gloves. New York: Eastern all-stars defeat West in all-star basketball. Boston: "Six Bridges To Cross" premiere. Philadelphia: Franklin Institute gets Nickelodeon (Philadelphia only).

WARNER PATHE NEWS (Vol. 26, No. 48) Formosa Strait: Seventh Fleet on guard. Formosa: Chiang's army speeds training. Washington: Vice-President Nixon pumps gas for March of Dimes. New York: Eastern all-stars defeat West in all-star basketball (except Philadelphia). Florida: Hialeah season opens (except Philadelphia). Philadelphia: Franklin Institute gets Nickelodeon (Philadelphia only).

MANAGER... experienced in all phases of Drive-In Theatre operation. We have an excellent opening for a good showman in new 1,000 car drive-in located near Philadelphia. Year around position. State qualifications in letter which will be held confidential.
E. L. TRENCHARD, WILLIAM GOLDMAN THEATRES.
15th and Chestnut Streets, Philadelphia, Pa.



Veteran cartoonist Walter Lantz will introduce a new cartoon character in 1955, a penguin named Chilly Willy, and looking quite pleased by the news are Mary Jo Rush, who wrote the song which inspired the cartoon idea, and her husband, Art Rush, manager of Roy Rogers.

Workshop Plan Mushrooms

NEW YORK—The addition of an MGM Ticket Selling Workshop and the change in date for another were announced last week. The newly announced Workshop will be conducted at the Skirvin Hotel, Oklahoma City, on March 30, with Ed Thorne, city manager, Cooper Foundation Theaters, and newly elected president, Theatre Owners of Oklahoma, and Earl Snyder, president, Allied Oklahoma unit, cooperating with MGM branch manager George A. Fisher in the arrangements.

The date change involves the Milwaukee Workshop, which has been switched to March 28 instead of May 2, as originally scheduled. This change was effected in cooperation with Wisconsin Allied president Sig Goldberg at the behest of Milwaukee branch manager John G. Kemptgen, who asked that the Milwaukee Workshop be held in connection with the Allied unit's convention, which has just been announced for March 28-30.

NATIONAL LEGION OF DECENCY

Jan. 27, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Animal Farm" (deRochemont); "Smoke Signal" (U-I); UNOBJECTIONABLE FOR ADULTS: "The Good Die Young" (UA); "Prince Of Players" (20th-Fox); OBJECTIONABLE IN PART FOR ALL: "The Americano" (RKO); "New York Confidential" (Warners); "Battle Cry" (Warners); "Gangbusters" (Visual Drama); "Women's Prison" (Columbia).

Industry Upsurge Seen In U-I Report

NEW YORK—Universal-International last week reported consolidated net earnings for the fiscal year ended on Oct. 30, 1954, of $3,797,688 after provision of $5,600,000 for federal taxes on income and $500,000 for contingent liabilities, and after a write-down of investments in the amount of $414,812. After dividends on the preferred stock, such consolidated net earnings amounted to $3.58 per share on the 995,289 shares of common stock in the hands of the public on Oct. 30, 1954.

For the preceding fiscal year, consolidated net earnings were $2,616,356 after provision of $3,863,000 for federal taxes on income and $500,000 for contingent liabilities. After dividends on the preferred stock, these consolidated net earnings were equivalent to $2.35 per share on the 1,010,411 shares of common stock in the hands of the public on Oct. 31, 1953.

Firm rentals and sales for the fiscal year 1954, according to the company's annual report, mailed to stockholders yesterday, were $77,887,688 as compared with $70,490,254 for the previous fiscal year. It is noted in the report that the company continued the practice of reflecting in its accounts the operations of subsidiaries operating in foreign countries having exchange restrictions only to the extent that net earnings from such operations were realized in U.S. dollars, regardless of the periods in which such net earnings accrued.

The report also notes that during the calendar year 1954 regular quarterly dividends of 25 cents per share and an extra dividend of 25 cents per share were paid on the common stock.

Stockholders will meet on March 9 to elect 11 directors and transact other business.

Nominated as directors were N. J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, R. W. Lea, John J. O'Connor, Milton R. Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp, and Samuel H. Vallance.

Remuneration paid to directors and officers of the company during the fiscal year amounted to $748,389.

Individuals receiving more than $25,000 during the period were N. J. Blumberg, board chairman, $78,000; Milton R. Rackmil, president, $80,002; Alfred E. Daff, executive vice-president, $74,520; and John J. O'Connor, vice-president, $52,000.

UA Theatre Stock Offered

NEW YORK—Allen and Company heads a syndicate offering 400,121 shares of United Artists Theatre Circuit, Inc., common stock at a price of $17 per share, it was announced last week.

Of the total net proceeds from the sale of the common shares approximately $5,200,000 will be used by the company to retire outstanding bank indebtedness under two collateral bank loans with Bank of America N.T and S.A. and The Marine Midland Trust Company of New York. The balance of the net proceeds will be added to the company's working capital.

Associated with Allen and Company are Salomon Brothers and Hutzler; Carl M. Loeb, Rhoades and Company; E. F. Hutton and Company; and Sutro Brothers.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Auto Show, 20th-Fox Tieup For "Racers"

NEW YORK—Unfurling of the largest street banner ever seen on Broadway initiated a major tieup for "The Racers" arranged by 20th-Fox with the Annual Universal Travel and Auto Sports Show, the company announced last week.

The banner, measuring 30 feet x 40 feet, has been erected on Broadway and 54th Street for a display period of four weeks. Copy, in day-glo, reads "World Premiere—20th Century-Fox 'The Racers' in CinemaScope—starring Kirk Douglas and Bella Darvi—Starts February 4—Roxy Theatre. Then See New York's Fabulous 1955 Travel and Auto Sports Show—Madison Square Garden—February 20 through 27."

A diversified program of cooperative activities, designed to herald the CinemaScope film both locally and nationally and the upcoming Auto Sports Show, has been further developed in meetings held recently between 20th-Fox and executives of the automotive event.

The show hosted a special preview screening of the Julian Blaustein production at the film company's Little Theatre. In attendance were 200 members of the automotive press, sports car dealers, auto writers, sports car and racing enthusiasts and celebrities from the entertainment world.

Leading automobile dealers in the city were contacted for window and showroom displays on the CinemaScope production and the Auto Sports Show, and activities utilizing many different models of racing cars for promotion of the picture on TV, radio, and in the press were finalized.

A special sports car display is being prepared for the lobby of the Roxy theatre and exhibit space is being allocated at the Auto Show for promotion of "The Racers" to the thousands of persons expected to turn out for the important automotive event.

Additionally, thousands of snipes are being printed for posting throughout the metropolitan area in the next 10-days. Copy reads, "See Kirk Douglas Driving Sleek Race Cars in 'The Racers,' starting Roxy Theatre—February 4."

Women Aid "Country Girl"

NEW YORK—Twenty million American clubwomen and university alumnae are being informed in a letter from the National Council of Women of the United States that Paramount's "The Country Girl" is a picture "not to be missed."

The letter, over the signature of Mrs. Dean Gray Edwards, chairman of Motion Pictures of the National Council, hails the performances by stars Bing Crosby, Grace Kelly, and William Holden and points out that "The Country Girl" is "serious drama, vivid and all-absorbing; for adults and mature young people who can view sharply delineated human weaknesses with understanding and charity."

The recipients of the letters are members of the numerous women's organizations affiliated with the National Council which, in turn, is affiliated with the International Council of Women.

Organists Service Offers Exhibs "Something Extra"

NEW YORK—Jack Richmond, organists service, 1650 Broadway, is now furnishing a music service for theatre organists which consists of six professional copies of the latest and most requested song hits at a charge of $5 for each five weeks service, including one mailing each week.

Richmond advises that subscribers include many of the most popular organists in the country. He says that his subscription list is limited but that he still has a few openings for new accounts from exhibitors wishing to add that "something extra" to their film programs by putting to use dormant organs.

UA Uses College Ads

NEW YORK—A unique supplementary co-op. ad campaign comprising 300 insertions in 50 college newspapers has been set with Van Heusen Shirts in behalf of "Not As A Stranger," "The Barefoot Contessa," "The Night Of The Hunter," and "The White Orchid," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists.

The display for "Not As A Stranger" will feature Broderick Crawford; Edmond O'Brien, "The Barefoot Contessa;" Robert Mitchum, "The Night Of The Hunter;" and William Lundigan, "The White Orchid," will also be featured in the important college ad program.



Karl Fasick, publicist, Loew's Boston Theatres, recently arranged to have a well-known artist in the lobbies of the State and Orpheum for patrons to have their portraits drawn as part of the advance publicity on UA's "Barefoot Contessa." The drawings were made on large sheets of paper carrying a portrait of Ava Gardner. 'Teenagers particularly relished the stunt, with the artists at both houses kept busy at easels.

Electric Chair Heats "Black Tuesday" Run

JACKSONVILLE—George Krevo, manager, Palace, scored an outstanding publicity bonanza when he obtained from the Florida State Prison at Raiford the historic electric chair in which neurotic Guisseppe Zangara died soon after he had slain Mayor Anton Cermak, Chicago, by gunfire in a Miami bayfront park in 1933 while attempting the assassination of President Franklin D. Roosevelt.

Krevo used the famous hot seat as part of a sidewalk display in front of the theatre for his Florida premiere of "Black Tuesday," starring Edward G. Robinson. He also had a large lethal weapons display, loaned by the local Police Department, and a prison cell. Ushers dressed in convict clothes, wearing ankle irons and arm chains, were used as a street ballyhoo on downtown streets. A 40 x 60 sidewalk set piece carried a typewritten blowup descriptive of the electric chair's role in dispensing justice to Florida criminals over a period of more than 25 years.

A special front was erected for the Palace during the "Black Tuesday" run, with black crepe paper forming realistic bars for jail cells. All newspaper ads and radio copy used in exploiting the film stressed that the gun-crazed gangster killers in "Black Tuesday" were forced to pay their debt to society.

Hope Ads Aid "Foy"

NEW YORK—Bob Hope and "The Seven Little Foys," his latest Paramount picture and first in VistaVision, have been set for a huge magazine advertising tieup with Sonic Industries, Inc., portable phonograph manufacturers, it was announced last week.

Sonic announced the tieup to the retailing trade in Retailing Daily this month, pointing out that "Bob Hope, America's No. 1 laugh-man is your No. 1 salesman . . . now telling all America the biggest news in the industry . . . In the greatest advertising campaign in Sonic history, Hope repeats this selling slogan to music-minded millions from coast to coast."

Publications like the New York Times Magazine, Esquire, Coronet, and others, Sonic states, will carry its color ads under the Hope tieup. Hope's portrait as Eddie Foy and the picture title will have prominent positions in all Sonic ads.

WANTED—MAN TO MANAGE

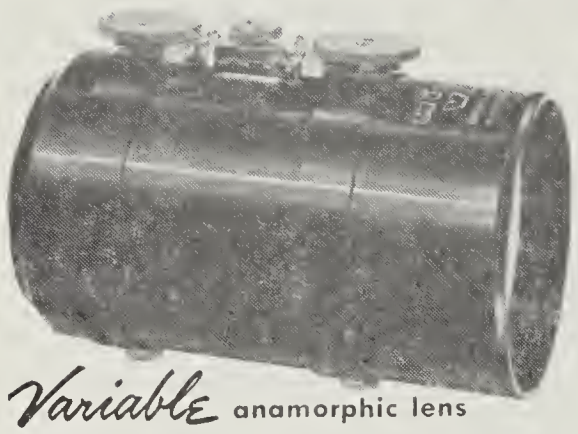
LARGE DRIVE-IN THEATRE IN PHILADELPHIA AREA. MUST HAVE CAR. DRIVE-IN EXPERIENCE NOT NECESSARY. GOOD SALARY—12 MONTHS WORK.

ALL REPLIES WILL BE KEPT CONFIDENTIAL

WRITE TO BOX 157

M.P. EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

HILUX-VAL



Variable anamorphic lens

ONLY THE SUPERB

HILUX-VAL

GIVES YOU ALL THESE FEATURES

1. HILUX-VAL gives more light than any other variable anamorphic lens.

2. HILUX-VAL is the only lens that will perform without vignetting, and with either the 2 25/32" and 4" dia. projection lenses, interchangeably.

3. HILUX-VAL'S Dual-Knob Control assures you of **maximum** screen coverage, **no** moving of projector!

4. HILUX-VAL is manufactured by one of the world's largest and oldest manufacturers consistently supplying the motion picture industry with recognized products and reliable service for generations.

Available at a price that is unequaled for a fine quality anamorphic lens, thru your supply dealer only.

Price includes support brackets, storage case, corrector lenses, lens caps and cleaning brush; truly a complete package!



PROJECTION OPTICS CO.
Wherever Fine Optics are Important
330 Lyell Avenue Rochester 6, N. Y.

Konecoff (*Continued from page 6*) basis, he thought the maximum in returns should be forthcoming.

He agreed with the theory that producers and distributors must spend some money in order to get some back and that each film merits different treatment in selling and merchandising. Over the past few years, the burden of selling the films have been on the producer and while he doesn't mind expending time, effort, and money, he hoped that exhibitors would go along and do their part in the overall campaign.

Reports already in on some dates on the film permits an estimate of a $200,000 gross in Australia, while in England in a number of spots the release is running second only to "The Robe." Overseas distribution is being handled by 20th-Fox which has a piece of the film, and some independents, while DCA is handling domestically.

Otherwise, Kaufman is presently preparing four screen plays, three of which may be filmed in Australia with one possibly being filmed here. All will probably be in some wide-screen process and in color. "Medicine Whip," an early-west outdoor action yarn; "The Sundowners," a story of an Australian family; "Come Away Pearler," the story of the Australian pearl industry; and "Spanish Main," a pirate yarn, are the ones he is working on at the moment, with the first, as yet undetermined, to start in July. All are expected to be completed over the next two years.

P.S.: Incidentally, exhibitors can have their prints of "Long John Silver" with either magnetic stereophonic sound or with optical sound tracks.

WHAT'S NEW ABROAD? Arnold Picker, vice-president in charge of foreign operations, returned recently from a trip through Latin America and reported that distributors should be getting more money out of the area come 1955 when he expected that UA's gross for 1954 of over three millions should be doubled. Generally, business is very good filmwise because more and better pictures are seeing distribution, and there is no product shortage south of the border probably because films there are released considerably later than they are here and therefore a backlog tends to mount.

Brazil and Chile are in an inflation period which has shot the cost of living up at an alarming rate, while the currency has been devaluated about two-and-a-half times, all of which has taken place while admission prices have remained frozen for the last two years, at least. This means that while theatres are doing very well as far as physical attendance is concerned, moneywise the profits are smaller and smaller, with a phenomenal hit only being able to provide big returns. Increased costs, cost of prints, duties, etc., are taking their toll on the returns as well.

Bits: Latins still want no part of dubbing of pictures. . . . French and Italian films have made some advances in the area. . . . Recent political troubles have not closed down any theatres. . . . TV is operating widely but inferior programming plus a limited number of sets has not given theatre owners in the countries affected any cause for alarm to date. . . .

About People

NEW YORK—The appointment of Harry K. McWilliams as assistant advertising, publicity, and exploitation director, Magna Theatre Corporation, was announced last week by Nicholas John Matsoukas, National advertising director. McWilliams was formerly exploitation manager, Columbia, for eight years and later became director of advertising and public relations, Screen Gems, Inc. He is leaving his position as sales manager, Air Programs, Inc., to join the advertising staff of Magna Theatre Corporation, who are the worldwide distributors of Rodgers and Hammerstein's production of "Oklahoma."

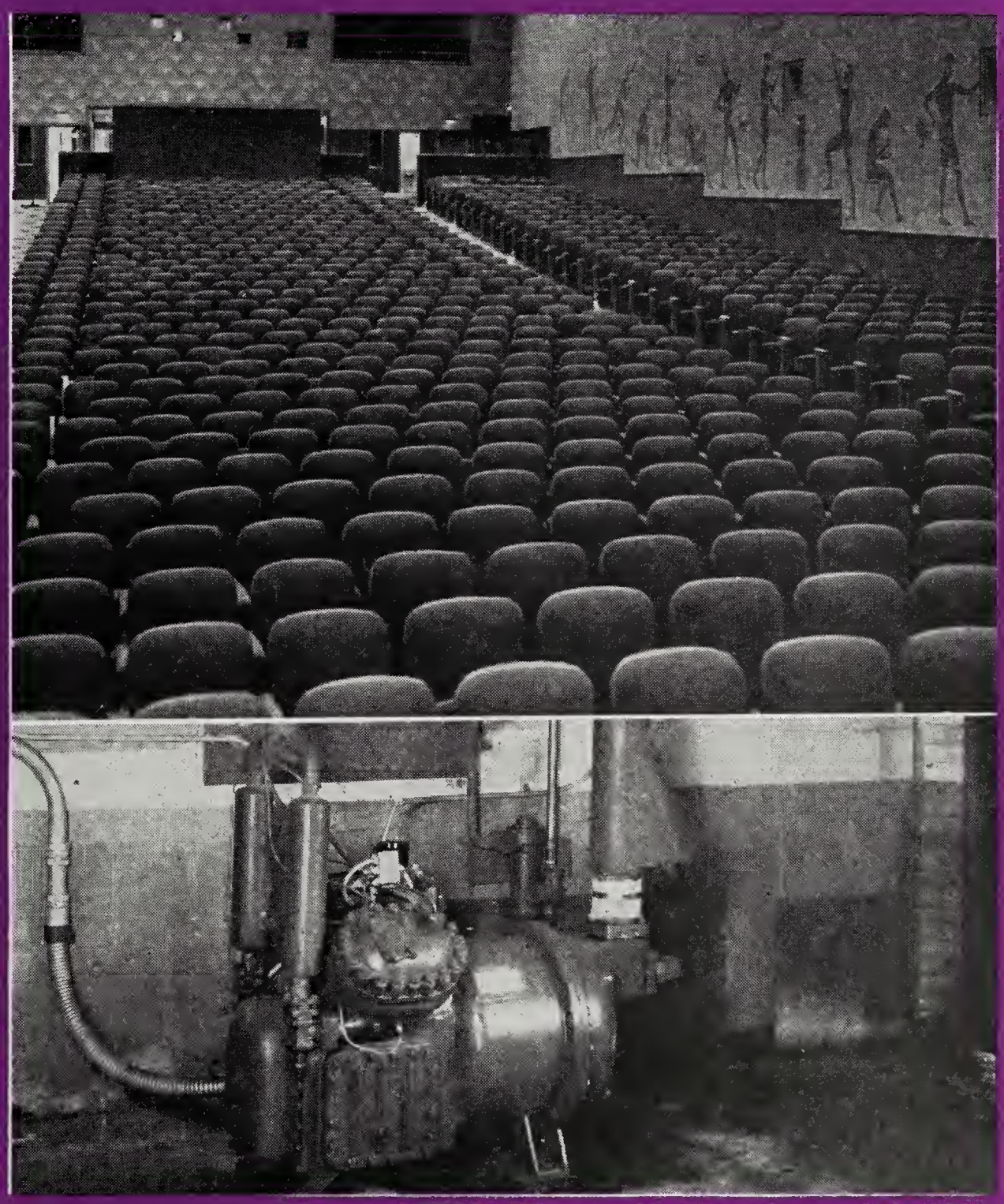
LOS ANGELES—Jack Case, manager, New Fox, Hollywood, has been promoted to Fox West Coast Theatres' advertising-publicity department, it was announced last week by Thornton Sargent, public relations director. Upping is in line with a long-established policy of promoting from ranks and comes at a time when the circuit is intensifying advertising-publicity-exploitation activities.

The 16mm. market in Latin America is shrinking, and UA has no plans for entering same. . . . There are only four drive-ins in the area, located in Panama, Peru, and in Puerto Rico, and the potential is good for more to be constructed soon. . . . There are still a number of new theatres under construction.

PARTY NOTE: Allied Artists hosted a cocktail party for director John Huston at the "21" Club prior to his taking off for India to scout locations for his next film assignment, "The Man Who Would Be King," starring Humphrey Bogart. Among those who attended were Marilyn Monroe, Esther Williams, Marilyn Monroe, Donna Reed, Marilyn Monroe, Ben Gage, Marilyn Monroe, Faye Emerson, Marilyn Monroe, Eddie Condon, Marilyn Monroe, Joe Bushkin, Marilyn Monroe, Leonard Lyons, Marilyn Monroe, Steve Broidy, Marilyn Monroe, Morey Goldstein, Marilyn Monroe, Ed Morey, Marilyn Monroe, Harold Mirisch, Marilyn Monroe, Mike Todd, Marilyn Monroe, and others. It was a real good party, yessiree.

THE METROPOLITAN SCENE: Ashes to ashes and tennis to tennis, or, in case anyone is interested, the laboratory and research center in the indoor tennis court at Oyster Bay, L. I., where the final developments of Cinerama were made, will be no more since the estate has changed hands and the present owner wants to play tennis. Cinerama, Inc., and its president, Hazard Reeves, plan on acquiring an estate in Glen Cove, L. I., for the continuing research and development program of the medium. . . . A distinguished group, they tell us, of leading penologists were due to attend the Victoria on opening day to view "Unchained," a fine film about a prison without the usual guards and guns, being released by Warners. . . . Good promotion piece in the form of a tabloid newspaper aiding the campaign on "Six Bridges To Cross." . . . Okeh press books out on "Prince Of Players," "White Feather," "Women's Prison," "Untamed," "Wyoming Renegades," "A Life In The Balance," "Pirates Of Tripoli," "The Far Country," and "Battle Taxi."

PHYSICAL THEATRE



The auditorium of the recently constructed Carib, Clearwater, Fla., (above) is a good example of modern seating arranged in a manner best suited to offer patrons comfort and a good view of the screen. The compact 50 ton Westinghouse compressor (below) provides refrigeration for the Adams, Dorchester, Mass., and typifies the recent advances made in modern theatre air conditioning systems.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 10, No. 2 February 2, 1955

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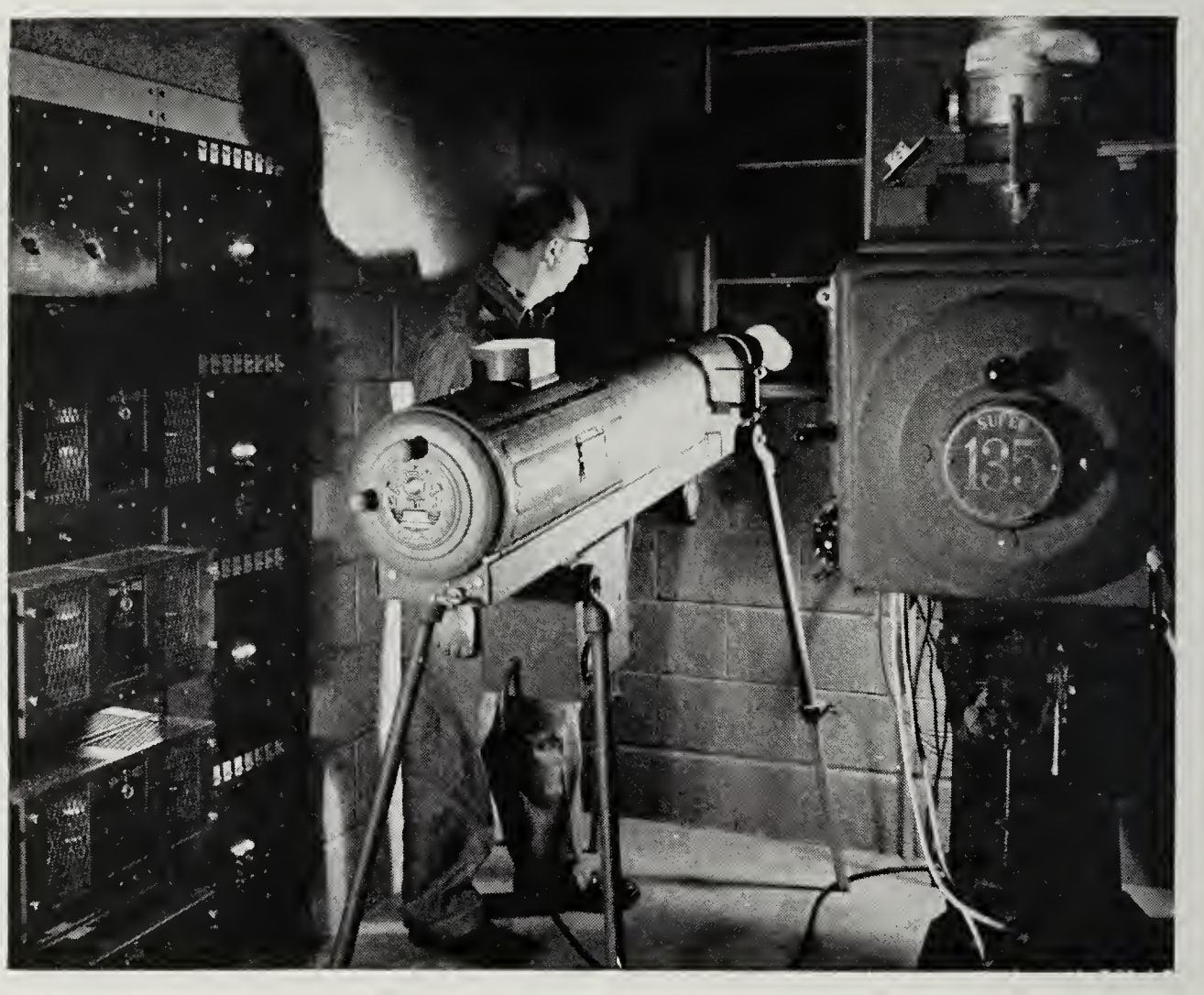
A SOURCE OF BIG EXTRA INCOME FOR DRIVE-IN THEATRES!

The Projection of Advertising Slides

with a

Strong ARC SLIDE PROJECTOR

Hundreds of dollars of additional revenue are yours at practically no cost and very little effort!



▶ Projection Booth of New 1600-Car Miracle Mile Drive-In, Toledo, Showing Installation of Strong Arc Slide Projector used for Projecting Advertising Slides. Product and service advertising of merchants and manufacturers is shown once a night for a charge of $25.00 a week.



◀ One of the 3″ x 4″ slides brilliantly projected with a Cinemascope variable anamorphic attachment to the 126′ x 52′ screen with a throw 425 feet. The slide projector is also used to make special announcements, call doctors, advertise the theatre's coming attractions and promote concession sales. Motorized color wheel is also employed.

Use coupon now to obtain free literature and prices.

THE STRONG ELECTRIC CORPORATION

21 CITY PARK AVENUE — TOLEDO 2, OHIO

Please send brochure and prices on Strong Arc Slide Projector.

NAME_____

THEATRE_____

CITY & STATE_____

LAYING IT

On The Line

Fade-Out For A Few

At a press interview last week, the sales head for one of the major film companies underlined a situation that is becoming more obvious with every passing day—theatres that are not properly equipped and properly run will soon pass out of existence. We can only add our full agreement to this statement. The time when a marginal house using antiquated projection and sound equipment in gloomy, uncomfortable auditoriums could "get by," is definitely past.

It should be obvious to anyone in the business today that the public simply will not tolerate a theatre that does not meet the quality standards that it has learned to expect and demand. However, there are still a few exhibitors who, perhaps still dreaming of the lush war days, refuse to install new equipment, refuse to make repairs and still expect to remain in business. It is these same few that wail about the doom of the industry as their theatres are converted into shops or parking lots. For them it is the end, but the death blow was self-inflicted.

Fortunately, the great bulk of exhibitors throughout the country are well aware of the changing times, and are doing all in their power to make their theatres attractive and comfortable. While it is true that the average third and fourth run neighborhood house cannot compete with the luxury of the first runs, the management can create a warm, friendly atmosphere that makes for regular patrons.

The need for installing the equipment necessary to show the, by now, not so new processes, is too plain to even be mentioned. However, it cannot end just at that. Theatremen must also give their auditoriums an air of modernity. One of the best ways to achieve this is to have proper seating. A theatre chair must be comfortable enough, wide enough, and spaced so that the customer can focus his entire attention upon the screen, and not get restless and tired as a result of improper seating.

It is significant that in the new houses constructed, almost as much attention is given to seating and sight lines as to projection and sound. This important part of a theatre's furnishings must not be underestimated.

As the reader will see when he reads the lead story in this issue, the firms that manufacture theatre chairs have kept up with the times. Chairs to meet almost every need and every pocketbook are available, and the manufacturers will usually give invaluable advice about aisle widths, spacing, sight lines, etc., if the request is made.

To the exhibitor who simply refuses to make his theatre attractive to the public we offer a well deserved rocking chair in the poor house.

To the exhibitor who carries the true stamp of a showman we offer a prediction of future prosperity.

PHYSICAL THEATRE • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

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Engineered *for* WIDE SCREEN PROJECTION SYSTEMS

IMMEDIATE DELIVERY



A dependable, efficient, uniform D.C. power source. Engineered by pioneers in the motion picture field. Designed specifically for wide-screen projection.

Model K 100
100 Amps.

•

Model K 100X40
60 & 100 Amps.

•

Model K 150
135 Amps.

NEW "RO-RO"
for single-phase current

A newly patented attachment now permits satisfactory operation of 3-phase rectifiers off single-phase lines. Send for details.

ROBIN-ESCO Super-Power MOTOR GENERATORS

A quality product built especially for wide screen service and is available in 60 volts—145 amperes, 80 volts—135 amperes. These units may be operated on a continuous basis at these ratings.

Write, Wire or phone for details

Sold through independent supply dealers

J. E. ROBIN, INC. • MARK OF QUALITY

J. E. ROBIN, INC.
Motion Picture Equipment Specialists
267 Rhode Island Avenue
EAST ORANGE, N. J.

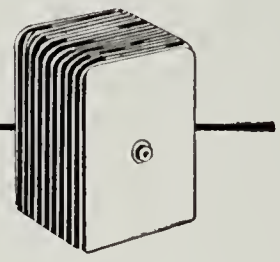
Manufacturers of
RECTIFIERS • MOTOR-GENERATORS
SCREENS • PROJECTION LENSES

An Efficient, Dependable Power Supply for Your Projection Arcs

NATIONAL RECTIFIERS

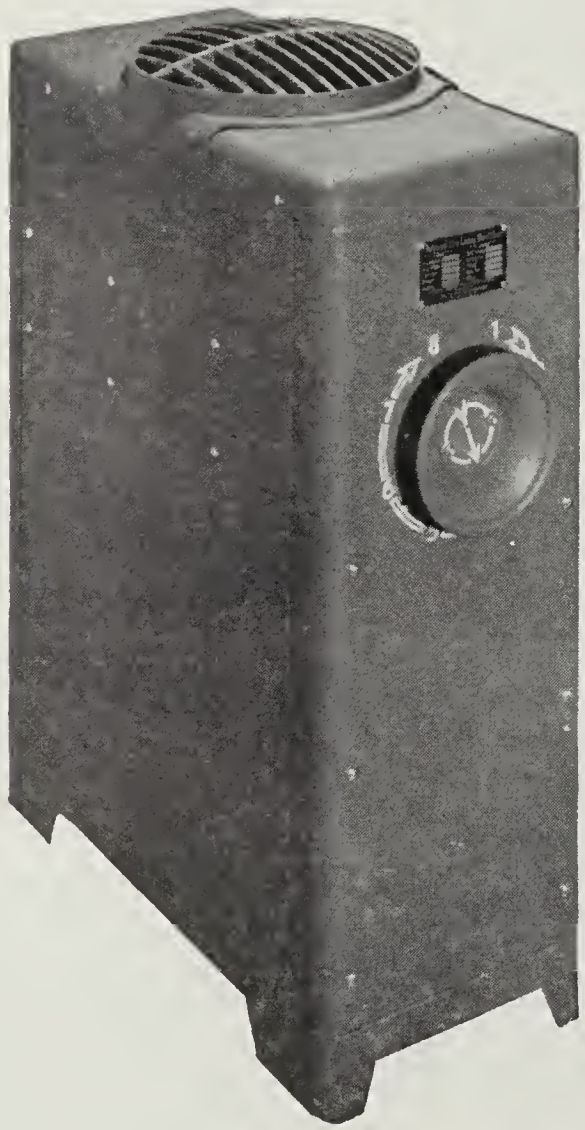
There's a National Rectifier designed to match the requirements of every type and rating of angle trim or coaxial trim projection arc lamp. All are built in single lamp units for flexibility of electrical connection.

Power output adjustment to the arc, over a wide range of values while the arc is burning, is by means of an external, manually operated hand wheel on the front. Transformer taps are provided to compensate for changes in line voltages from 200 to 250 volts and the complete amperage range.



SELENIUM PLATE TYPE...

A full metallic, heavy duty equipment for converting three-phase A.C. to D.C. for operating arcs of from 60 to 135 amperes. Models in four capacities, adjustable from 60 to 75 amperes, 70 to 90 amperes, 80 to 110 amperes, and 90 to 135 amperes. Reliable operation in damp climates. Fan ventilated. No warm-up period required.





TUBE TYPE...

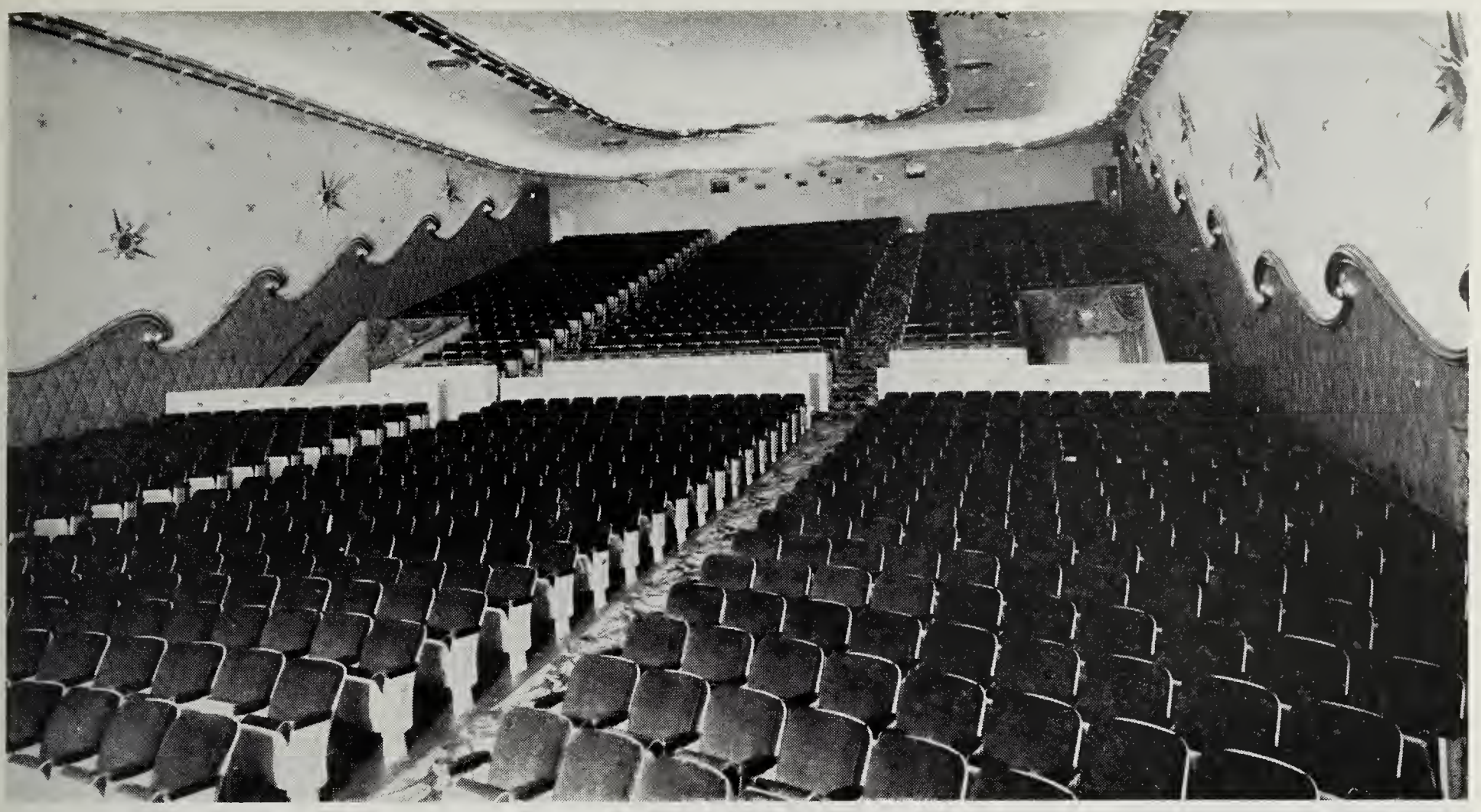
Six models, for use with high intensity arcs for either three-phase or single-phase operation on 230-volt, 60-cycle power service. Amperage ratings: 40, 50, 60-70, 70-85, 75-90. The housing assures ample draft through the transformer assembly and past the rectifier tubes to maintain low operating temperatures.

Distributed by

NATIONAL THEATRE SUPPLY

Division of National • Simplex • Bludworth, Inc.

"THERE'S A BRANCH NEAR YOU"



THE AUDITORIUM OF THE NEW CENTRE, DENVER, CONTAINS OVER 1200 SELF-RISING SPRING-BACK SEATS FROM THE AMERICAN SEATING COMPANY

By Installing New, Modern Seating Exhibitors Can Offer

Comfort For Sale

THEATRE seats are probably the most intimate contact that your patrons have with the theatre. Actually, the ticket buyer rents a seat from you so that he or she may watch the performance in comfort.

Therefore, while it is agreed that the customers came in to see the picture, it is also true that they are to be provided with a seat to see the picture. The seat then becomes an aid or detriment to their enjoying the program. It has been fairly well proven that while comfortable seating will not make a bad picture good, poor theatre seating can make a good film less enjoyable.

The first point a theatreman should have in mind is keeping his seating in excellent operating condition. This is rather simple to do with late model chairs because the seat cushions are easily recovered, the metal backs are easily touched up, and the hinges and operating parts have been simplified with welding and riveting replacing the old nuts, bolts, and screws that caused so much trouble. This is true of new theatres and reseating installations which have been put in recently.

Important Improvement

The most important single improvement that can be added to an existing theatre building, with the exception of sound and projection equipment, is new seating utilizing all modern-seating techniques for greater comfort and convenience of the patron. A seating expert from any of the many reputable manufacturers will gladly analyze a theatre as to layout, sightlines, and general seating needs.

These experts all recognize the fact that comfortable seating, arranged in a fashion to take full advantage of the wide screen systems, are protective insurance for the future of the theatre industry. Gone is the old time idea of how many seats can be jammed into an auditorium, and still pass the minimum requirements of local and state safety ordinances.

Now the seating man works out every reseating or new job with careful thought given to the maximum comfort of the public so that the theatre will draw the customers in, not only with good product on the screen, but aided and enhanced by proper seating also.

The following is information supplied by leading seating manufacturers, and deals with their latest theatre equipment:

American Seating

The American Seating Company's new Bodiform Lounge is designed primarily for use as a loge chair, but is equally desirable throughout the theatre. When the occupant sits up straight, the Lounger assumes an upright position. When the occupant leans back, both the seat and the back of the Lounger tilt back for complete comfort.

Both the spring-arch seat construction and the thickly upholstered spring back are in keeping with the other luxury features of the new Lounger.

Convenience for theatre patrons is promoted by the fact that American Bodiform chair seats automatically assume a three-quarter fold position when vacant, which makes for easy ingress and egress. This same feature is said to save many hours of housekeeping time yearly.

An element of design which is reported to find high favor with patrons is the back panel, which extends below seat level to prevent people from behind putting toes on the seat in front, and perhaps getting them pinched in the process. Another favorite Bodiform feature is the silent hinge which, it is said, can never become noisy or get out of order.

In connection with Bodiform theatre chairs, the manufacturers emphasize the importance of planning the whole installation with full regard for the slope of the floor and general seating arrangement. For an inclined floor, chairs must have the feet of the standards specially formed to fit the slope, must have the height of front and rear legs adapted to preserve the comfortable pitch of the seat and back, and must have proper height with relation to the position of the patron's feet on the inclined floor.

(Continued on next page and PT-16)

PHYSICAL THEATRE

Vol. 10, No. 2 February 2, 1955



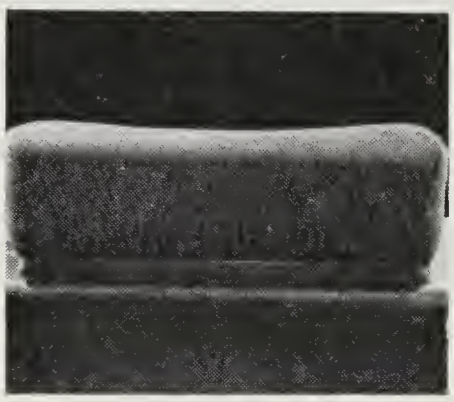
The new Irwin Comet has all-steel construction and also has a new and improved seat hinge.



The International Seat Corporation is offering a new line of chairs with all-steel construction.



The Griggs 1050 push back chair is one of the theatre seat models now being handled by RCA.











A view of the Heywood-Wakefield Relax/Recliner model (center) featuring both a spring back and padded back unit. The firm recently introduced the "sit-in" cushion (upper left) that eliminates the high crown center. The cushion is seen (lower left) on an Encore model. Another new cushion (lower right) is molded and formed of rubber. It is seen (upper right) on the Airflo model. The cushion is mounted on a helical spring platform.



The latest theatre chair model to come from American Seating is the Lounger. This model features spring-arch seat construction and a thickly upholstered spring back. The chair assumes a three-quarter fold position.



This slide-back model from Ideal Seating is just one of the many lines of theatre chairs available from this firm. All models are of steel or cast iron construction and feature the full length back to protect seat upholstery.

Audiences are your business...and good screens create audiences!



CHECK-LIST for the BEST* SCREEN:

*RAYTONE HILUX, of course!

NEW FORMULA! Now a newly developed surface with greatly improved side lighting. Raytone Hilux, means *even* light distribution.

BRIGHTNESS is a must and the Raytone Hilux guarantees enough reflection for CinemaScope and wide angle projection.

SEAMLESS CONSTRUCTION is another must . . . and that, too, is guaranteed by The Raytone Hilux. No seams show from *any* seat in the theatre.

COMPLETE UNIFORMITY never a streak or blemish. Guaranteed to be perfect when it reaches you. Easy to install.

MAXIMUM RECOMMENDED LIGHT RETURN is another absolute requirement which is guaranteed in the Raytone Hilux.

DURABILITY MEANS the screen's ability to withstand the juvenile southpaws who use it for target practice on Saturday afternoons. The Raytone Hilux is *tough* and tear proof . . . will last years!

TRUE COLOR RENDITION is a feature that your patrons will love. They'll see richer, more natural pictures on the Raytone Hilux.

REASONABLE PRICE is, of course, another must. See your regular dealer and learn how reasonably you can buy The Raytone Hilux.

EFFICIENT PACKAGING assures you of receiving your Raytone Hilux in excellent condition . . . ready to hang.

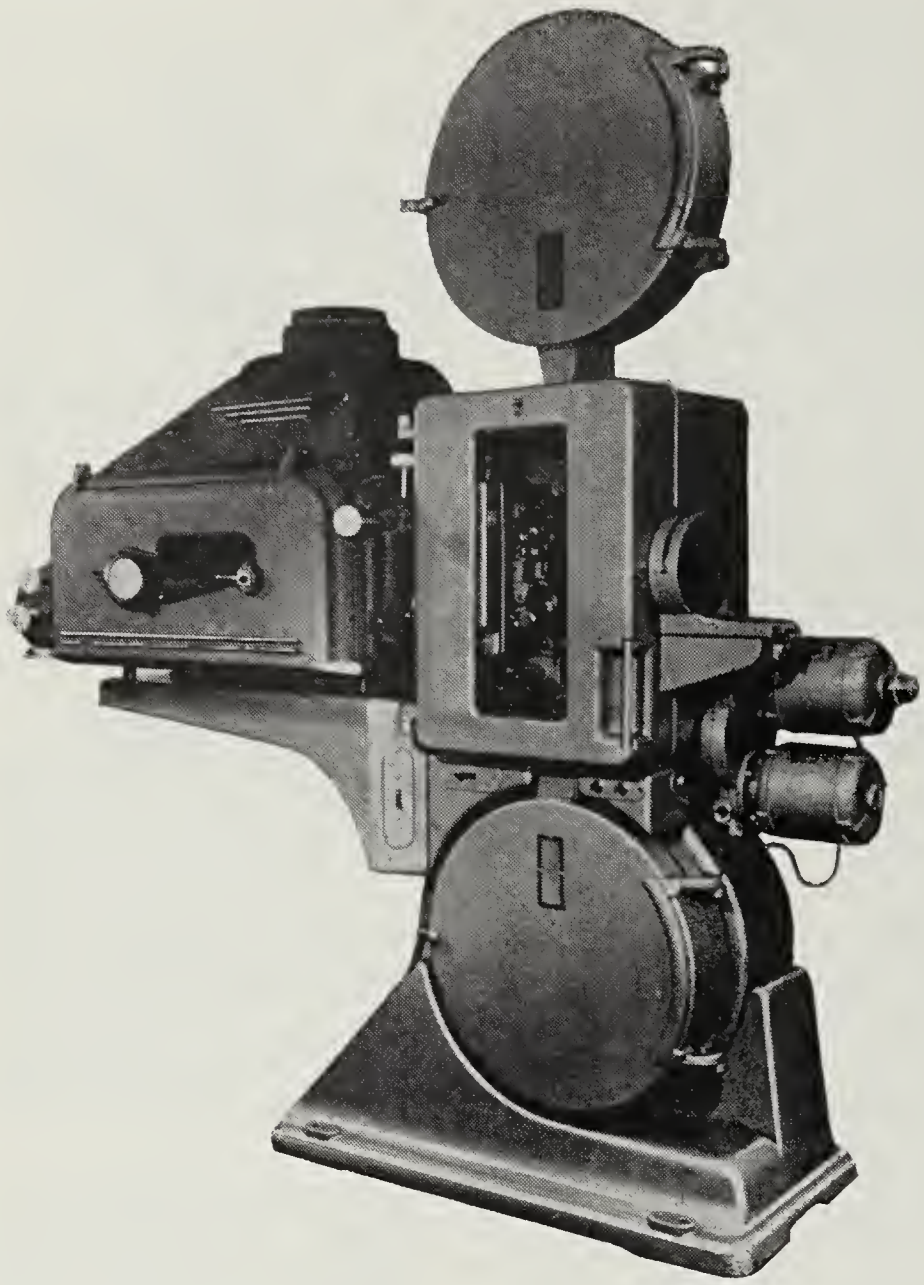
ABSOLUTE GUARANTEE! Yes, The Raytone Hilux is guaranteed to meet all claims and satisfy you completely—or you pay nothing for the screen!

These are the "musts" for efficient screen performance . . . the kind of performance that keeps your patrons happy . . . and buying tickets. For your Raytone Hilux Screen, see your regular theatre dealer today.

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The Todd-AO Process

ANOTHER new and exciting form of film presentation will be unveiled at the Rivoli, New York City, in the early part of May when "Oklahoma," the first motion picture using the Todd-AO process, has its world premiere.

The Todd-AO process is the result of research by a team of research and engineering scientists headed by Dr. Brien O'Brien at the American Optical Company laboratories in Rochester, N. Y. Early reports indicate the system achieves a result similar to Cinerama, but uses one camera and one projector, as opposed to the three presently required for Cinerama.

As developed by Dr. O'Brien the camera uses four lenses which cover every shot from an intimate close-up to a distance scenic or panoramic shot. The angle of coverage of these lenses range in size from a 128 degree wide-angle lens, down through the 64, 48, and 37 degree lenses. The camera has been so constructed that all four lenses can be used interchangeably, it is claimed, thus eliminating the need for additional cameras for each scene set-up.

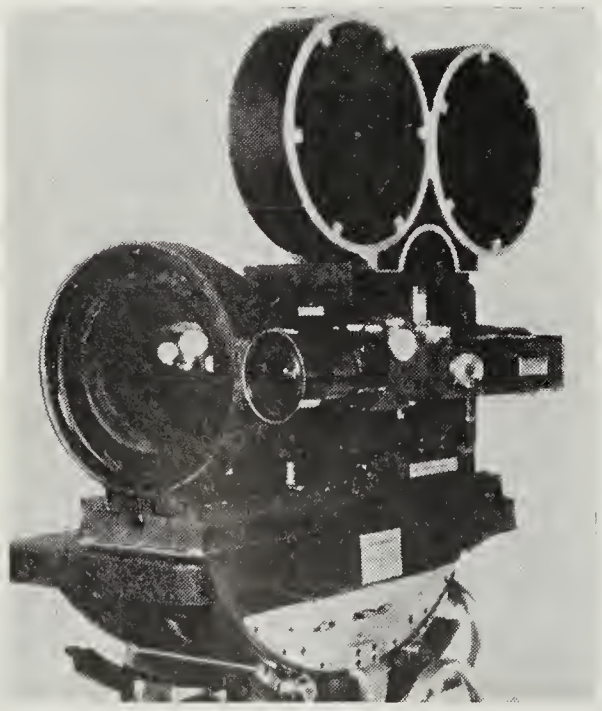
Todd-AO uses a negative film which is 65mm. wide, giving three and one-half times the photographic area of standard 35mm. film. The film shown in the theatres will actually be 70mm. wide, to allow for the six-channel stereophonic sound track. The picture is projected from a single projector, pictured above, onto a large curved screen which has an aspect ratio of two to one.

All-Purpose Projector

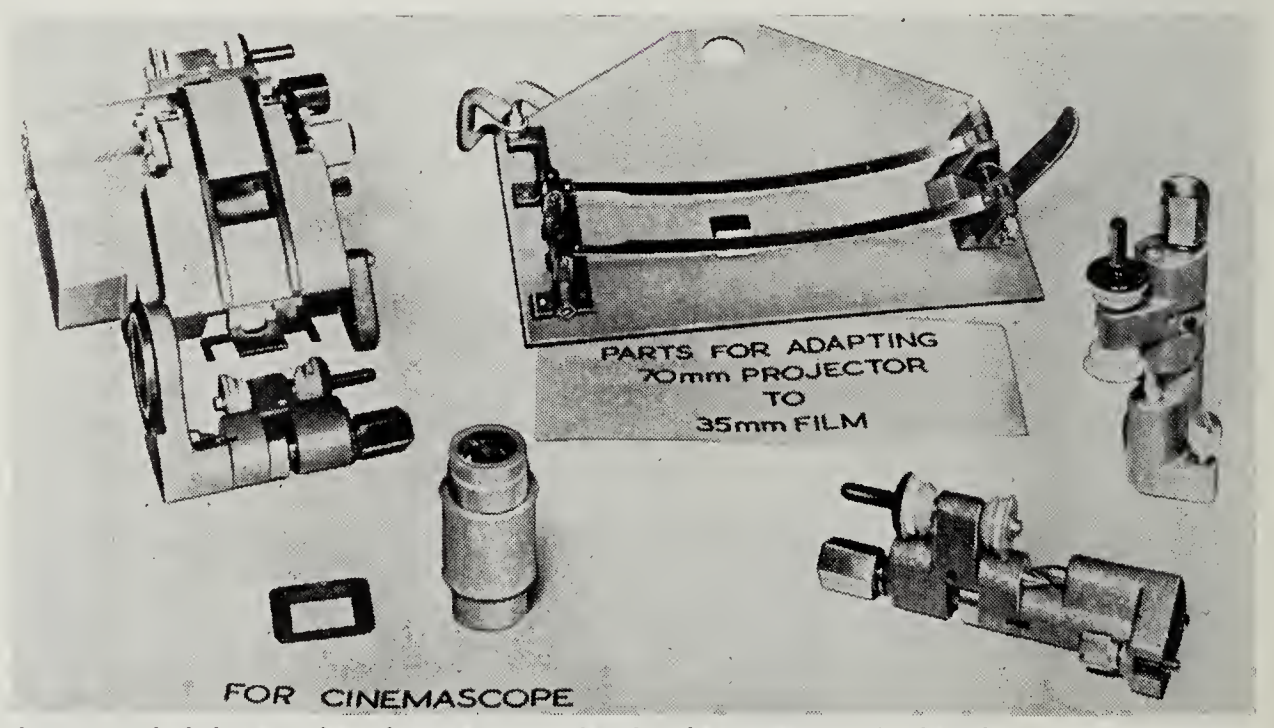
The projector developed for this process is said to be a "universal" projector, meaning that because of its simple changeover mechanism it can handle the Todd-AO 70mm. film; the Todd-AO film reduced to 35mm.; any wide screen picture produced today in other process (except Cinerama), or the conventional flat picture.

Manufactured by the Philips Works in Eindhoven, Netherlands, this projector has a driving mechanism that is housed in an

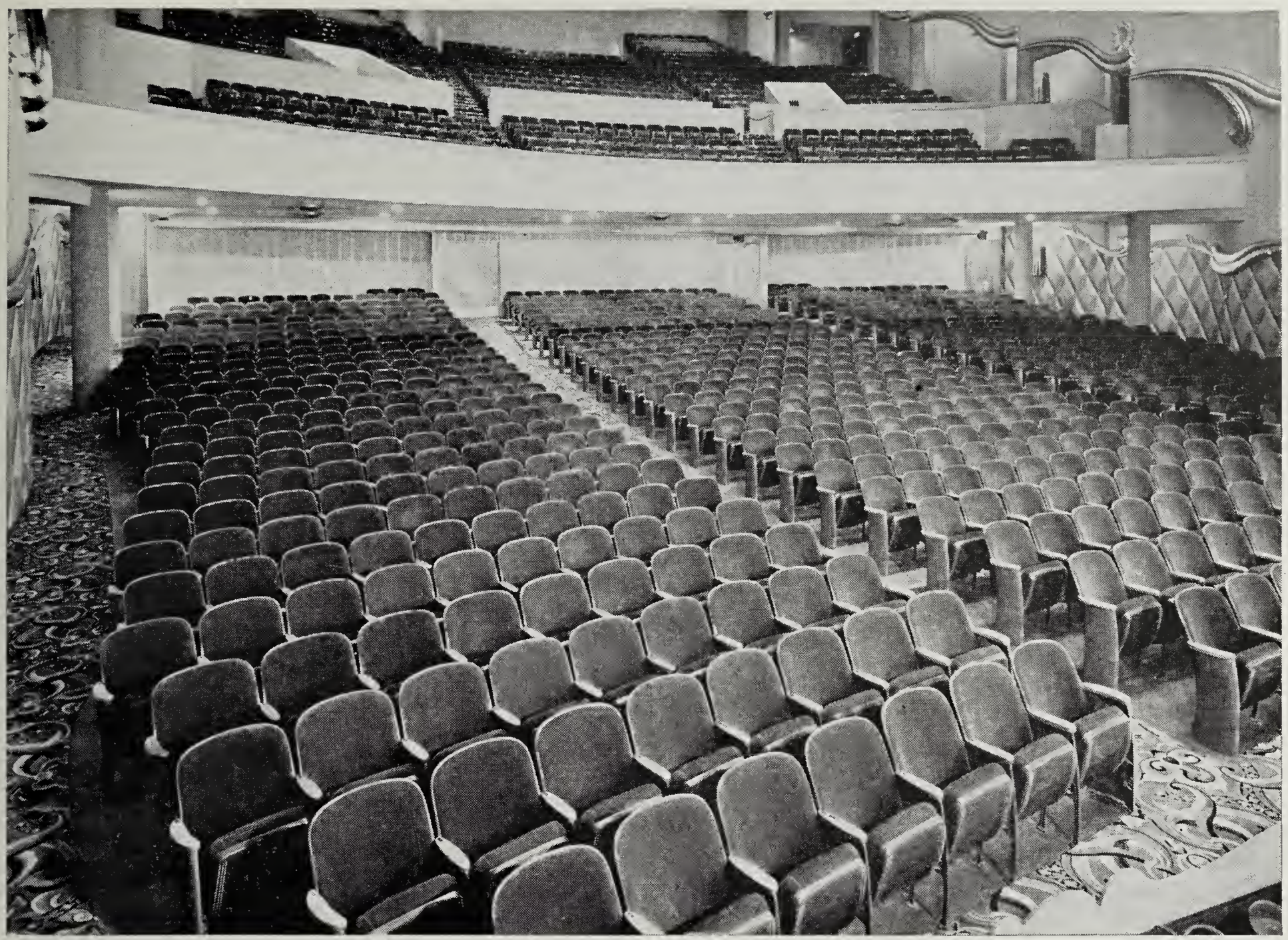
(*Continued on page PT-15*)



A front view of the Todd-AO camera with a 128 degree lens. The camera uses a 65mm. negative.



The parts which have to be substituted or added for the projection of other than Todd-AO's 70mm. films in the "all-purpose" projector are shown. The modifications are said to take 10 minutes.



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NEW PRODUCTS
. . . that have theatre interest

Tweed-Textured Floor Tile

A new rubber floor tile with a modern tweed-textured surface has been developed by the American Mat Corporation, it was announced.

Known as the "Do All Tweed Corded Rubber Tile," it is non-porous and dirt cannot become embedded, thus greatly reducing maintenance requirements, it is claimed. The tweed-textured surface is obtained by a new process, using a special rubber compound which is said to be extremely durable and fade-resistant. The manufacturer also states that it is resilient, and has high sound-absorbing qualities.

The Do All Tweed Corded Rubber Tile comes in three colors—white on black, red on black, and green on black. It is obtainable in sizes of nine by nine inches, nine by 18 inches, and 27 by 27 inches. The tiles may be applied directly to concrete, wood and steel floors, using any good rubber tile adhesive, without felt or paper between the tile and the floor, it is said.



The American Mat Corporation is offering this new rubber floor tile with a tweed-textured surface made possible by using a new process.

Portable Cleaning Machine

A lightweight portable machine for cleaning upholstery, stair carpeting, and in other hard to get at places, is available from the Multi-Clean Products Company.

Called the Professional, the machine is a hand-sized power unit that weighs only six pounds, and which will maneuver in awkward corners where even hand cleaning is difficult, it is claimed. The firm but gentle shampooing action of the nylon bristles makes it safe for the most delicate fabrics.

The Professional is said to have many improvements, and includes such features as a special pump built into the cleaning unit to give accurate control of the solution flow at the point of work; a clear plastic hose from tank to unit that gives the operator complete maneuverability



This lightweight portable cleaning machine has many uses in the theatre. It is simple to use and it can get into places where other units cannot.

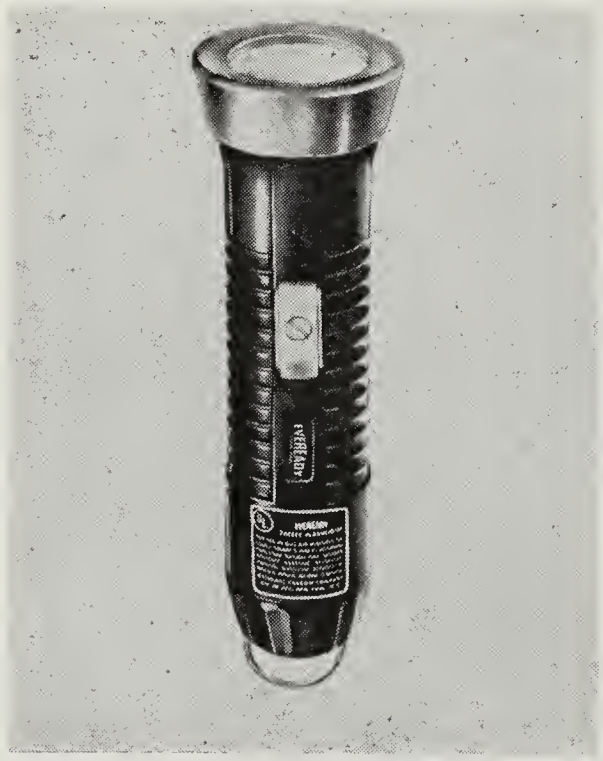
and won't mar the furnishings; and a powerful lightweight motor that operates from any standard light socket.

Heavy-Duty Flashlight

Two new heavy-duty flashlights, one a new approved safety type, have been announced by National Carbon Company, a division of Union Carbide and Carbon Corporation. They would be of particular value to theatre maintenance staffs, and drive-in theatre attendants.

The new "Eveready" heavy-duty flashlight has an insulated ethyl cellulose case that will not shatter, crack, or dent, and is resistant to temperature extremes, it is claimed. The flashlight has a self-lubricating, hand replaceable insulated slide switch and a special lens guard made of tough polyethylene which protects the lens, and throws a powerful red safety warning light.

The "Eveready" safety flashlight is approved by the Underwriters' Laboratories, Inc. It has the same features as the heavy-duty model, plus an extra lamp in the bottcm cap. The safety flashlight is so designed that if the lamp is broken, the filament is snuffed out instantly before it can ignite inflammable or explosive mixtures of gas in the surrounding atmosphere.



An item which would be of particular value in a drive-in is this new safety flashlight. It is built for long, heavy use in all types of weather.

New Lighting Troffers

New troffers, designed and built by Lighting Products, Inc., can be installed glass-to-glass to form a line of light unbroken by dividers, the firm announced. These troffers are said to be adaptable to any known form of ceiling, and to offer a wide selection of shielding media, including metal and plastic louvers, Corning lenses (flat and curved), Alalite glass (flat and dished), and dished Plexiglass. All are interchangeable in the LPI troffer frame, it is said. This frame is quickly and easily slipped into place (no tools required) and is secured by a stable floating hinge, hidden from view. This eliminates the need for screws or other fastening devices which would mar the appearance of the trim.



These lighting troffers are said to be adaptable to any type of ceiling. They can help supply more light and also add to the beauty of the decor.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....
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ISSUE OF FEBRUARY 2

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WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS

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THEATRE
ADDRESS
CITY, STATE.....

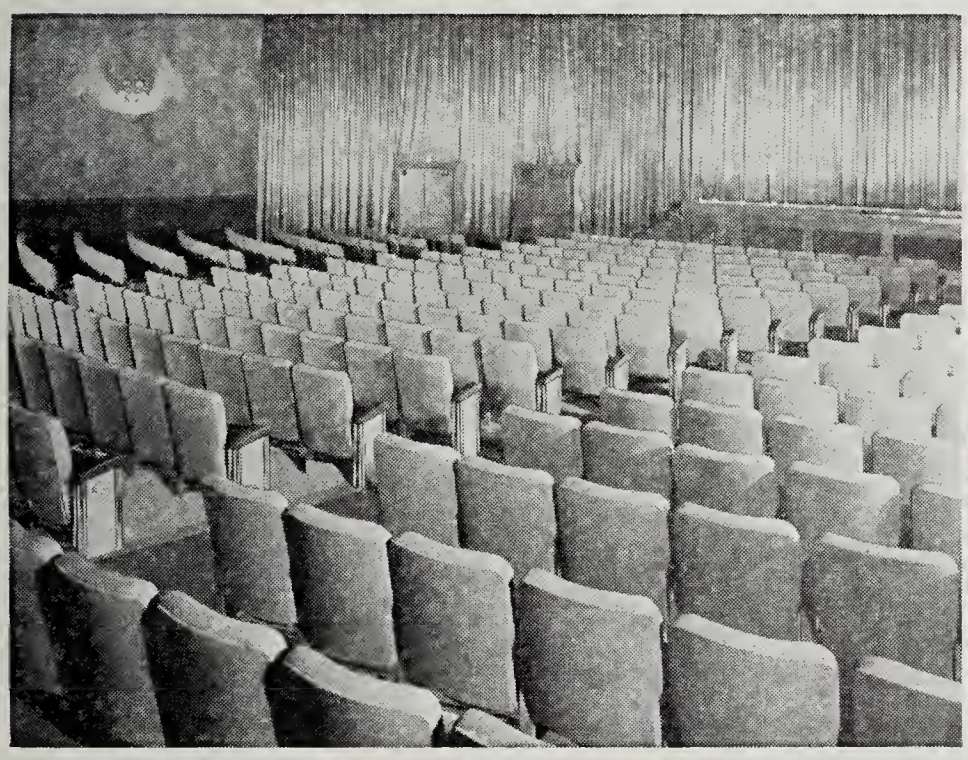
MOTION PICTURE EXHIBITOR
246-48 N. CLARION ST., PHILADELPHIA 7, PA

Luxurious Heywood Seating Comfort

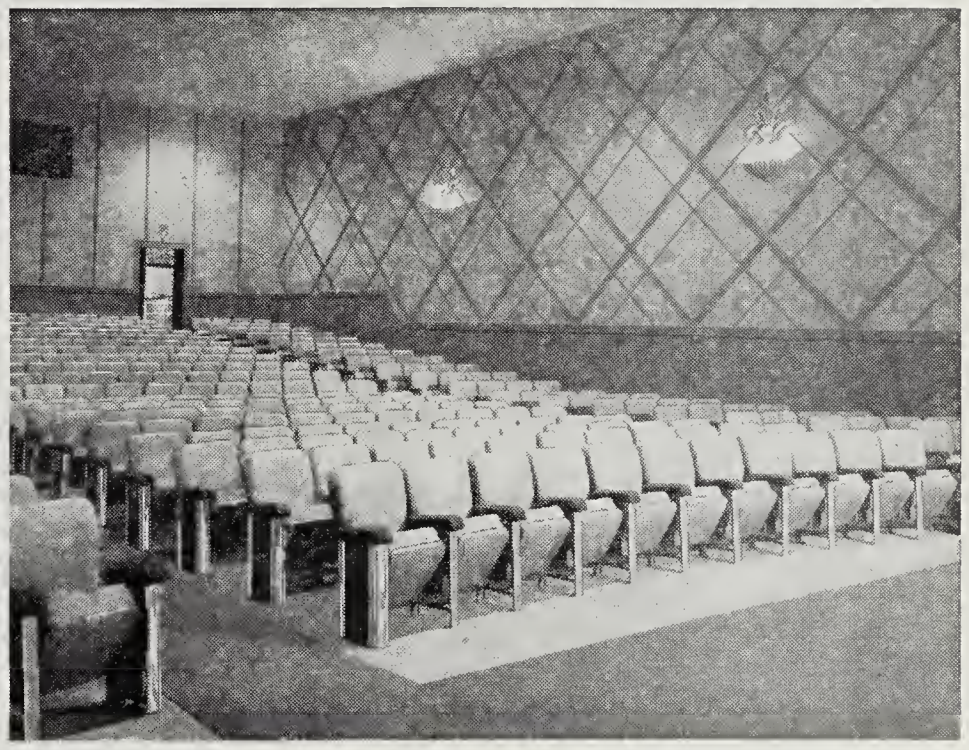


Exterior of Cinema Theatre

Makes Both These Theatres S. R. O.



Interior of Playhouse Theatre



Interior of Cinema Theatre

When Schwaber Theatres of Baltimore decided to convert their Playhouse Theatre from a conventional-type theatre into an intimate art theatre, their aim was to halt a decline in patronage by showing better films in the *most luxuriously comfortable surroundings possible.*

The project proved so successful that recently they converted another one of their Theatres, the Cinema, along the same lines. From the start, these theatres have enjoyed "Standing Room Only" patronage, at higher admission prices than formerly asked.

Both theatres attain a new concept in theatre seating comfort with Heywood-Wakefield's TC 706 Airflo "Rocking Chair" Loge. And both theatres point the way to bigger audiences for theatre owners everywhere.

Heywood-Wakefield's TC 706 Airflo "Rocking Chair" Loge has a coil spring seat and back as restful as the finest easy chair in your own home . . . plus the reclining "rocking chair" action, exclusive Heywood-Wakefield base mechanism which retains a scientifically correct pitch of back to seat regardless of how you shift your weight.

☆ ☆ ☆

For further information on the luxuriously comfortable Airflo "Rocking Chair" Loges, contact your Heywood-Wakefield representative or write for the fully illustrated catalogue on Heywood-Wakefield Theatre Chairs.

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Allied Drive-In Convention Trade Show Plans

St. Louis—Several thousand drive-in theatre owners and operators throughout the United States have been requested by A. B. Jefferis, general convention chairman of the second National Allied Drive-in Theatre Association convention and trade show, to be held at the Chase Hotel, St. Louis, on Feb. 8-9-10, to mail in the problems they would like to have discussed at the conclave.

As it is presently arranged the program provides for an Allied film clinic the afternoon of Feb. 8. The mornings are to be kept open for guided tours of the exhibits that will be a distinct feature of the gathering.

Discussing the mailed requests Jefferis said, "These replies of the drive-in theatre owners will be the guiding factor in the final arrangements of the program for the three-day gathering, and will enable us to select the proper speakers and moderators to handle the problems that are pertinent to the owners of the outdoor theatres. This, of course, will assure the utmost interest in the program from start to finish."

The film clinics will be divided into two groups, one for the operators of small drive-ins, and the other for those in the larger situations.

Special stress will be laid at the convention upon the operation of drive-in concession and the vending of merchandise in those theatres. A clinic will be set up for this important phase of drive-in operation. Other discussions planned for the three-day meeting will include promotion and publicity; exploitation and publicity; playgrounds, their equipment, supervision and location; methods to facilitate the movement of traffic into and out of the drive-in, and any other subject that may be suggested by those attending.

All available space in the exhibition halls will be utilized to house the large equipment trade show. A number of new products for use by drive-ins, never before shown at exhibitor conventions, will be on display, it is reported by Jefferis. He said that the displays will include everything from fireworks to ferris wheels.

One of the most important problems to be discussed at the convention will be the subject of toll TV.

"Toll TV," stated Jefferis, "represents the greatest threat that has ever faced the motion picture exhibitor in the hisory of the business. It is regretable that apparently very little interest has been shown among the exhibitors as a whole, about this hazard that may well put them out of business, but this seeming lack of interest probably stems from lack of information and study of the subject. It should behoove every exhibitor to exert the same effort to fight this critical situation that he did when he made the struggle for the elimination of the admission taxes."

The report on toll TV will be made by Trueman T. Rembusch, one of the best qualified men in the country to speak on this subject. Rembusch is a past president of Allied States Association of Motion Picture Exhibitors, and at present is a national director of that organization. He has served on the COMPO committee, and is a leading figure in the industry. Rembusch has made a thorough study of toll TV, has appeared numerous times in many capacities before the FCC. His report will be presented at the opening sesssion of the convention on Feb. 8.

The following is a partial list of the firms which will participate in the trade show:

Carbonic Dispenser, Inc., Hertner Electric Company, Steel Products Company, Nehi Corporation, Ohio Valley Merchandise Company, Rio Syrup Company, Jamison Manufacturing Company, J. E. Robin, Inc., Ballantyne Company, Frozen Farm Products, Cretors, Inc., Pepsi-Cola, Safeway Sanitation Company, Rex Specialty Bag Company, Temple Frosted Foods, Mission Dry Corporation, Coca-Cola, Selby Industries, Inc., Raytone Screen Corporation, Hollywood Brands, Berlo Vending Company, Thermolator Corporation, National Theatre Supply Corporation, Manley, Inc., Wald and Company, Fireworks, Jobil Products Company, Motiograph, Inc., Rickensohl Fixture Company, R. J. Reynolds Company, Reavis Vending Company, Timber Structures, Inc., Strong Electric Company, Manco-Vision, Heat Exchangers, Inc., Tyson-Caffey Company, Signs, Inc., Miracle Whirl Company, Theatre Specialties Company, Altec Service Company, Projection Optics, Hollywood ServeMaster.



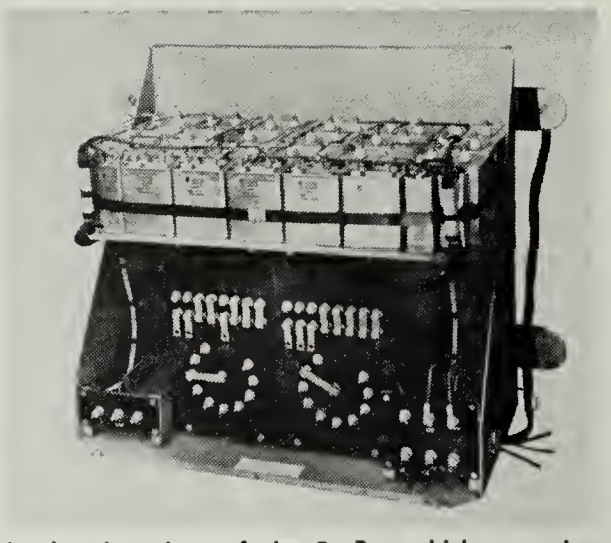
A. B. JEFFERIS

3-Phase Converter From J. E. Robin

East Orange, N. J.—The Robin "Ro-Ro" single phase to three phase converter opens a new field for the motion picture industry in communities and areas where only single phase power is available and three phase power is desirable for efficient operation, according to Emil A. Kern, president of J. E. Robin, Inc.

This unit is said to make three phase symmetrical currents and voltages possible for operating selenium type rectifiers, or for operating any three phase static load with a power factor below 90 per cent.

The converter, according to Kern, consists essentially of one special transformer and two groups of capacitors. Single phase current is supplied to the primary of the transformer. The core of this transformer is provided with two independent windings arranged to supply two isolated banks of capacitors. Two radial adjustment panels permit the gradual calibration and adjustment to accomplish balance of currents to the approximate load. This adjustment will also attain symmetrical voltages, and no further adjustment will be required thereafter, it is claimed, unless the load conditions are materially changed.



An interior view of the Ro-Ro, which can give three phase power off single phase power lines.

When used in conjunction with a selenium rectifier the Robin Ro-Ro is said to have many advantages by permitting the use of standard three phase rectifying equipment to be operated off available single phase power lines. Kern reports that the converter requires less current to operate than a single phase rectifier installation; improves the performance of rectifiers by providing an almost ripple-free current; permits the use of standard three phase equipment without the necessity of installing new power lines, transformers, motors, etc.

The Ro-Ro is said to be available for any size equipment presently obtainable for projection arc lamps, and is built to accommodate one or two projection lamps for one and the same unit. The converter is sturdily constructed and designed for many years of use.

Motiograph Offers Film Cooling Device

Chicago—Motiograph has developed a new water cooled gate which materially cools the film before, during, and after the time it passes the projector aperture. The actual cooled area is three and one-eighth inches wide by four and one-quarter inches high or over 13 square inches. Two and one-half inches of the film is cooled before reaching the aperture. Because the track is attached to the water cooled gate the track also aids in cooling a full four and one-eighth inch of film.

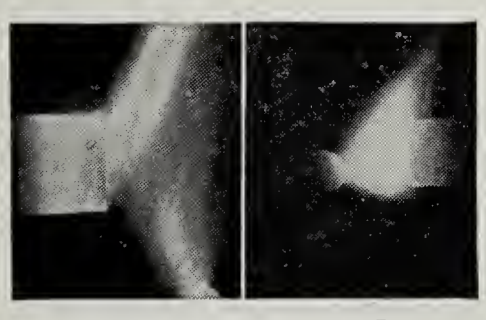
These new water cooled film gates may be ordered for AA and AAA mechanisms now in use and for new AAA mechanisms.

Trailers Remade For Wide Screen

Chicago—CinemaScope and wide screen installations in the nation's theatres have caused a major upheaval in the motion picture trailer-making companies, since their libraries of stock institutional trailers were filmed for the standard screen ratio, according to Irving Mock, Filmack Trailer Company president.

Thousands of stock institutional trailers for the regular screen proportions are now being remade for the giant screens of conventional and drive-in theatres.





THE PICTURE IS LIGHT... GIVE IT ALL YOU CAN with "NATIONAL" CARBONS

THE NEED FOR MORE and better projection light began with the first "flicker" and grew as the industry grew. From the very beginning, "National" carbons have satisfied projectionists' demands for brighter, whiter light and slower, steadier burning.

SINCE "NICKELODEON" DAYS, the brightness of "National" projector carbons has been increased more than 1000 per cent! And, today, with giant screens becoming almost universal, arc-carbon progress continues to meet the challenge.

FOR EXAMPLE, the new "Suprex" 8mm carbon, latest in a long series of recently improved "National" carbons, provides *15% more light* and a higher color temperature than its predecessor — at *no increase in cost!* Yes, the picture *is* light... and with "National" carbons you are sure of getting it in fullest measure.

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

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Said To Have A Light Gain Of 3, Here Is Data On

The Manco-Vision Screen

By J. B. Schuyler
Manco-Vision

THE Manco-Vision screen is a development and patent of the Motion Picture Research Council, Hollywood, and the result of approximately two years of experimentation and development on their part. The Research Council, working with the Aluminum Company of America and the Manco Plating Company, Los Angeles, developed and created for the drive-in theatre one of the most important improvements in outdoor projection in many a year.

This extruded aluminum screen has accomplished even light distribution cut to the extreme viewing angle with little or no fade-off. This was accomplished by the scientific research and technical knowledge that went into the proper fluting of the screen. The Manco-Vision screen has a surface that, though highly reflective, still contains certain diffusing elements that prevent high lights or arc spots on the screen. Further, the control of color of the extruded aluminum panels was a highly critical development and required many, many months of experimentation.

Construction

Manco-Vision screens are made of fluted aluminum extrusions, six inches wide, and six feet long that interlock like flooring. These aluminum extrusions are fastened to wood stringers by being screwed thereto with triple cadium plated screws every two feet. In a theatre where it isn't in excess of a 45 degree viewing angle from the center of the screen, no horizontal curvature is necessary inasmuch as the screen is so designed to deliver to every patron the same amount of

DRIVE-IN THEATRES

illumination in an area as described above. A vertical curvature is preferable wherever the projection booth is not at least 400 feet from the screen. In such instances, an arc is scribed on a 400-foot radius, taking from that radius the portion of the arc that would represent the bottom of the screen to the height of the screen. This means, should the bottom of the screen be 20 feet from the ground, and the screen 50 feet high, that one would select that portion of the 400-foot arc that would be taken from 20 feet from the ground to 70 feet. This means a very slight vertical curvature which does not require any special treatment at the factory as the extrusions, when fastened to the two by four stringers with the cadium plated screws, will draw itself into the curvature.

The screen positively delivers from any light source 300 per cent increase in light over a white screen which has recently been painted, and as previously stated, this same light increase is enjoyed by everyone within a 45 degree angle from the center of the screen or theatre.

Important Feature

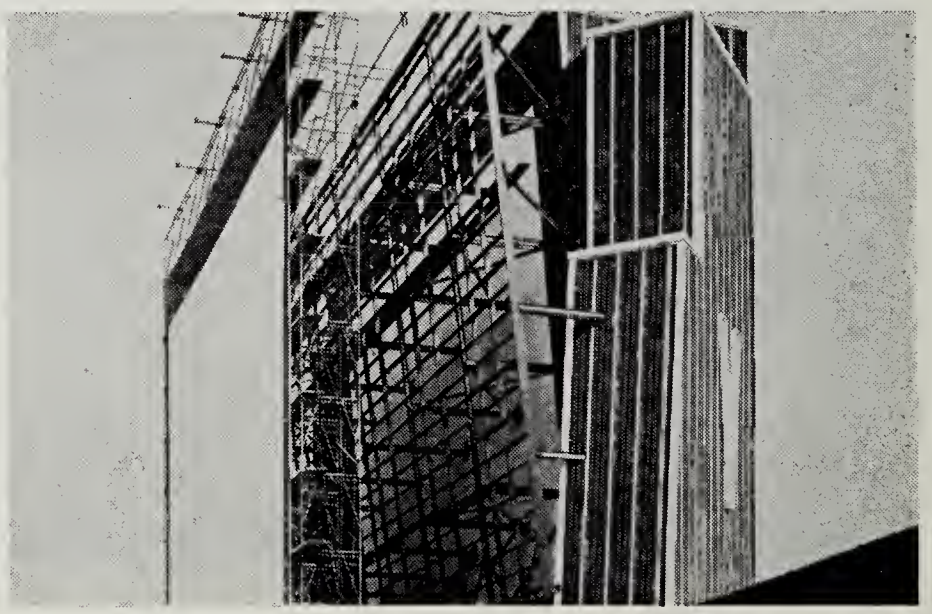
The important feature of installing a Manco-Vision reflective type screen is the angle to which it is placed in respect to the projection lenses and the viewing area. This must be done if the light is to be reflected into the area in which it is needed, rather than into the sky or the area between the first ramp and the screen. Also, vertical and horizontal curvatures may be necessary in some instances. Complete data on this and other installation questions is available to any individual exhibitor or architect.



A view of the completed Manco-Vision screens as installed in the Victory Drive-In, Butler, Wisc. This screen, which is made of extruded aluminum panels, is able to give even light distribution to the extreme viewing angles.



The photo (above) shows the screen surfacing erected in the right hand portion of the picture, and screen out in front of that is the temporary screen which was in use during preparation of the tower. The photo (below) shows the 2 by 4 stringers which were attached to steel members.



Todd-AO Process

(*Continued from page* PT-8)

oil-tight casing, closed hermetically by means of a large cover, which protects it completely against dust. The cover is fixed with five screws only, and therefore can easily be removed for inspection of the mechanism and simply be refitted. The driving mechanism itself is said to be sturdy and simple.

In order to achieve perfect definition, the distance between the film in the gate and the projection lens does not vary in this Todd-AO "All-Purpose" projector. It is also equipped with a curved runner plate. The slight bend in a longitudinal direction gives the film a greater stiffness in transverse direction. The concave side of the runner plate faces the lens.

Greater Film Speed

For the projection of 70mm. films, the driving mechanism is much heavier than that of normal 35mm. films. In each 70mm. film frame, there are five perforations instead of the usual four. The speed of the 70mm. film is 30 frames per second instead of the 24 frames per second in the conventional film. This added speed can be attained by the flick of a switch, thereby achieving perfect definition by the elimination of flickering in the projection, it is said.

In the 35mm. operation of the projector the construction for 35mm. projection is just the same as for the 70mm. projection except for the smaller distance between the running faces of the plate and the smaller aperture.

The mask of the gate for 35mm. films can be replaced in a few seconds by that for CinemaScope films, or by a wide-screen mask. All the sprockets used in the projector and the roller of the first traps are universal and need not be replaced.

In summary, the Philips "all-purpose" projector is said to be suitable for: 70mm. film provided with any number of magnetic sound tracks; 70mm. film with separate sound film; CinemaScope film provided with four magnetic sound tracks; CinemaScope film provided with optical sound tracks or Perspecta sound; wide screen films of any size, provided with magnetic or optical sound tracks; normal 35mm. films; 3-D films using either the single-film or twin film system.

Special Printer

In order to make the Todd-AO system as flexible as possible Dr. O'Brien also developed a special printer which can reduce the original 65mm. negative to a Todd-AO 35mm. negative, and which can also make 35mm. wide screen prints for theatres now equipped to show CinemaScope, VistaVision, etc., or conventional films.

At the present time no prices have been announced for the Todd-AO camera or projector, which will be distributed exclusively by the Todd-AO Corporation.

Following the New York premiere of the Rodgers and Hammerstein production of "Oklahoma," which will be distributed by the Magna Theatre Corporation, this initial Todd-AO film will open in Hollywood, Chicago, and 47 other principal cities, exhibited on a road-show policy.



. . . And there are millions like them throughout the country!

No question about it: "movies tonight" is a favorite American tradition — and every exhibitor wants to keep that tradition going strong! Best way to do this is by making and *keeping* your theatre genuinely inviting for all patrons. Its appearance . . . the comfort it provides . . . the modern equipment it has to show the exciting new picture techniques — all are vitally important when putting out the welcome mat.

Check *your* theatre for all the features that make it inviting. Then check NATIONAL THEATRE SUPPLY for any equipment requirements.

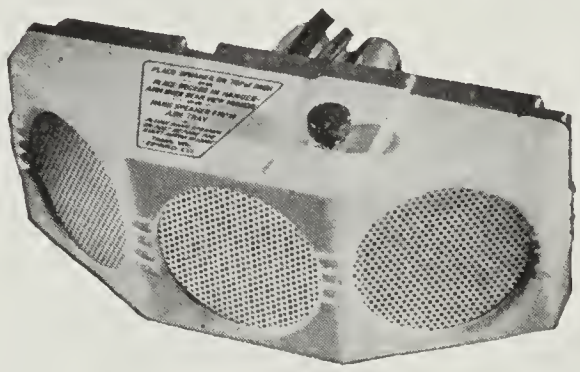
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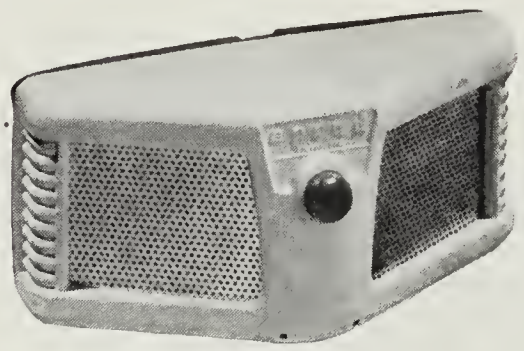
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O'Brien Given New RCA Assignment

CAMDEN, N. J.—J. F. ("Jack") O'Brien has been appointed manager of the Theatre and Industrial Marketing department, Engineering Products division, Radio Corporation of America, it was announced last week by Theodore A. Smith, vice-president and general manager of the division. He succeeds George L. McKenna, who resigned.



For the past several years manager of RCA theatre equipment, O'Brien now assumes responsibility for the product planning, marketing, and sales of RCA theatre products, industrial and scientific equipment, film-recording apparatus, sound equipment and "TV Eye" closed-circuit industrial television systems.

O'Brien joined RCA in 1931 and has served the Engineering Products division as field sales representative in such markets as Hollywood, St. Louis, Chicago, and Boston. In 1946, he was appointed sales manager for RCA Theatre Equipment, with headquarters in the division's Camden home office. In 1951, he was advanced to Sales Manager, RCA Theatre, Film Recording, Visual, and Sound Equipment.

ADC Markets New Line

ALLENTOWN, PA.—A diversified line of new products has been announced by Automatic Devices Company, makers of curtain tracks and controls for theatre, auditoriums, and other installations.

"In order to maintain our leadership in the curtain track and control field, we are ever endeavoring to improve our present products and introduce new ones as well," the company announcement said. "We are extremely pleased by the enthusiastic response that has greeted advance showings of these new products."

New Besteel "Space Savers" are features of the curtain track line, and fill a definite need on many installations where curtain packing area is limited. They are supplied and sold as extra accessories only, and are available with most ADC tracks, it was reported.

Automatic Devices has specially designed master carriers for motion picture screen maskings. They are classified as No. 1740 master carriers for use with Besteel No. 170 track and can also be obtained for use with Silent Steel track, the firm reports.

Spanotrac is now obtainable in two sections for a single track installation. Still another recent ADC product development is the neoprene ball bearing carrier as optional equipment for Besteel and Fenesteel tracks. Neoprene has advantages of quietness of operation, is strong, resilient and long-lived.

In curtain machines, Tom Thumb curtain controls with limit switches for automatic pre-set stops are now available for immediate delivery. Automatic Devices officials believe this new mechanism is the answer for the automatic control of side curtain maskings and is an ideal stop, start and reverse miniature controller. Also, all No. 93 "Autodrapes" are now being furnished with a control switch on the machine itself.

Filmack Signs Union Contracts

CHICAGO—Contracts with three additional film industry unions have been signed by the Filmack Trailer Company, it was reported by Irving Mack, president.

The unions are: Screen Actors Guild, which includes all talent used for television commercial films, such as actors and announcers; Motion Picture Cartoonists, artists who draw cartoons and do hand lettering on animated films; Motion Picture Laboratory Technicians, the union which includes everyone in the Filmack laboratories who develop, print, edit, and inspect 16mm. and 35mm. films. The Laboratory Technicians received a 10 per cent raise, retroactive as of Sept. 1, 1954.

The signing of these contracts made a total of eight unions now represented at Filmack.

Comfort For Sale

(Continued from page PT-6)

American chairs are made in varying widths combined to make rows of any desired length, and to insure perfect alignment of aisle standards. Aisles running diagonally, or in rows present a complex engineering and construction problem. Chairs to be used on bowl-shaped floor, or in circular rows must be specially designed for the purpose with compensating hinges and flexible back attachment.

Heywood Wakefield

In keeping with the trend towards more attractive and more comfortable chairs for theatres, which has been on the increase particularly since the advent of the popular wide screen systems, Heywood-Wakefield has been marketing its Relax Recliner model. The most outstanding feature of this chair is its ability to recline according to the patron's wishes. The chair is so engineered that the most comfortable angle is determined merely by the amount of body weight applied by a natural slouching in the chair. This reclining advantage does not require push buttons, hand levers or other gadgets, it is said, and is an exclusive Heywood-Wakefield feature. In addition to the added body comfort of the Relax Recliner models, it also fits right in with current demand for wider spacing between rows so prevalent in new or remodeled theatres.

Another fairly recent Heywood-Wakefield development is the "sit-in" cushion. It is generally agreed that what is under the covering material contributes the most in seating. The "sit-in" cushion is basically a coil spring engineered seat mounted on an all-steel frame. These coil springs are of varying heights, gauges and resistance to give the cushion a flat, not crowned, top so that the patron will sit in —not on— the seat. On top of the coil spring unit are four soft layers of wire reinforced burlap; sisal; rubberized hair, and rubber topper.

Another Heywood-Wakefield improvement in cushions is the "Contour," molded and formed of rubber. The one-piece foam rubber filler is full cushion depth mounted on a steel strap, and helical spring platform.

(Continued on next page)

Ideal Seating

The Ideal Seating Company offers a wide selection of cast iron or steel theatre chairs. The popular Universal chair is available in 32 all-steel models including the conventional or slide-back type. The full length back of these seats are said to eliminate the danger of pinched fingers or feet, and there are no protruding parts to snag the clothes of patrons.

All models in the Ideal line feature cushions that are locked in place without the use of tools, and these cushions are or coiled spring construction for comfort and long wear.

Irwin Seating

The latest contribution of the Irwin Seating Company to modern theatre seating is the new Comet. This chair is said to feature "neck-to-knee comfort" in its all steel construction. A new and improved seat and hinge have been developed, and the rolled edges around the entire perimeter of the seat increases the strength and rigidity, and provides a smooth surface contact. The hinge is completely enclosed and has the automatic seat-raising mechanism, the company reports. This chair also features spring-arch seat construction, and can be furnished with or without foam rubber pads. The full length steel back panel has a rolled edge to protect the upholstery material. In addition, all metal parts are "bonderized" before the infra-red enameling operation.

RCA

The Griggs line of theatre chairs, including the Kroehler-developed "push-back" type was recently added to the line of theatre products distributed by the theatre equipment section, engineering products division, Radio Corporation of America.

The Griggs line includes five basic chair types, ranging from the fully upholstered "push-back" to an all-veneer hardwood seat designed for use in warm, damp climates.

Feature of the line is the "push-back" chair which was developed and patented by the Kroehler Public Seating division, and later acquired by the Griggs Equipment Company. Designed to eliminate the confusion and annoyance caused by patrons passing through the seating lanes, the "push-back," with slight backward pressure by the occupant, slides back to provide adequate passing space. The chair returns to normal position when the pressure is relaxed.

The "push-back" is a fully upholstered lounge-type chair. It is available in a choice of fabrics, is ruggedly constructed of pressed-steel, and is made in four standard widths, 19-inch, 20-inch, 21-inch, and 22-inch.

Other basic chair types in the Griggs line include: the "NBW" series, a fully upholstered standard chair, with automatic uplift feature, available in two end-stand styles; the "BW" series, a combination chair with veneer back and upholstered seat, uplift feature, and three different types of end-stands; the "B" series, a hardwood chair with an upholstered leatherette-covered cushion, available in three end-stand styles; and the "A" series, an all-veneer hardwood chair available in three end-stand styles.

All upholstered chairs are available in a wide choice of fabrics and leatherette coverings for matching and blending with indoor motifs.

For additional information on products advertised in this issue, please check.

- ☐ **AMERICAN SEATING CO.**, Seating
- ☐ **EPRAD**, In-Car Speakers
- ☐ **GOLDE MFG. CO.**, Bantam Spotlights
- ☐ **HEYWOOD-WAKEFIELD CO.**, Seating
- ☐ **IDEAL SEATING CO.**, Seating
- ☐ **INTERNATIONAL PROJECTOR CORP.**, Projection Equipment
- ☐ **KOLLMORGEN OPTICAL CORP.**, Projection Lenses
- ☐ **NATIONAL CARBON CO.**, National Carbons
- ☐ **NATIONAL THEATRE SUPPLY**, In-car Speakers and Complete Indoor and Outdoor Theatre Supplies and Equipment
- ☐ **RAYTONE SCREEN CORP.**, Screens, Lenses, Screen Paints
- ☐ **RCA SERVICE CO., INC.**, Theatre Service
- ☐ **J. E. ROBIN, INC.**, Rectifiers, Motor-Generators, Screens and Projection Lenses
- ☐ **STRONG ELECTRIC CORP.**, Projection Lamps and Rectifiers
- ☐ **WAGNER SIGN SERVICE, INC.**, Plastic, Aluminum, Glass and Luminous Letters, Attraction Panels
- ☐ **WILLIAMS SCREEN CO.**, All-purpose Silver Screens

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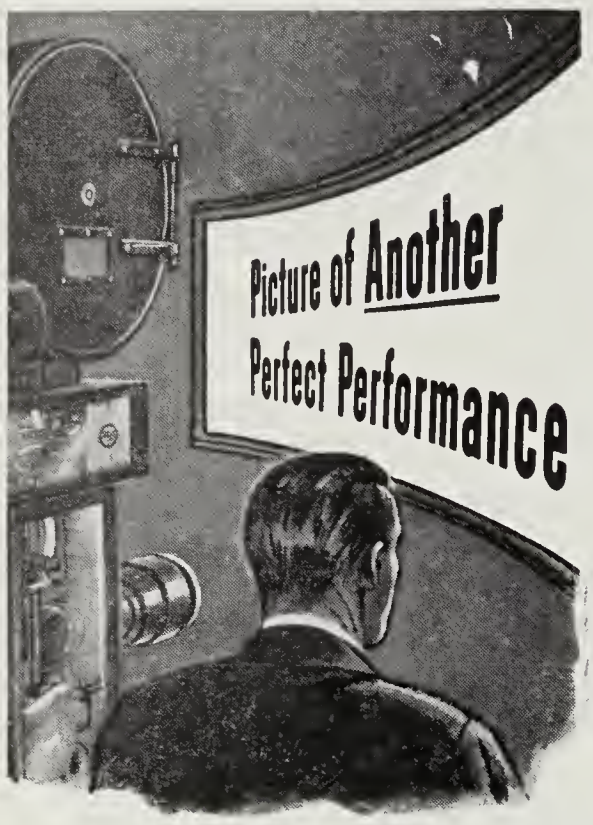
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Equipment For Those Who Go To Sea To See

Although we have some doubts as to the widespread demand for the showing of films underwater, we do think that the technical problems involved in the recent screening of RKO's "Underwater," under 20 feet of water, at Silver Springs, Fla., would be of interest. The following comments were made by John Aalberg, director of the RKO Studios Sound Department:

The screen for this project was a special water resisting plastic material in which aluminum dust has been added to increase its reflection properties. This results in a screen gain (reflection factor) of four. The screen was laced in a steel frame with rubber cord and suspended in 20 feet of water. The screen itself was 15 by 30 feet. This two to one ratio of height to width is regarded as the ideal screen by RKO and is the ratio utilized for its Superscope productions, such as "Underwater!"

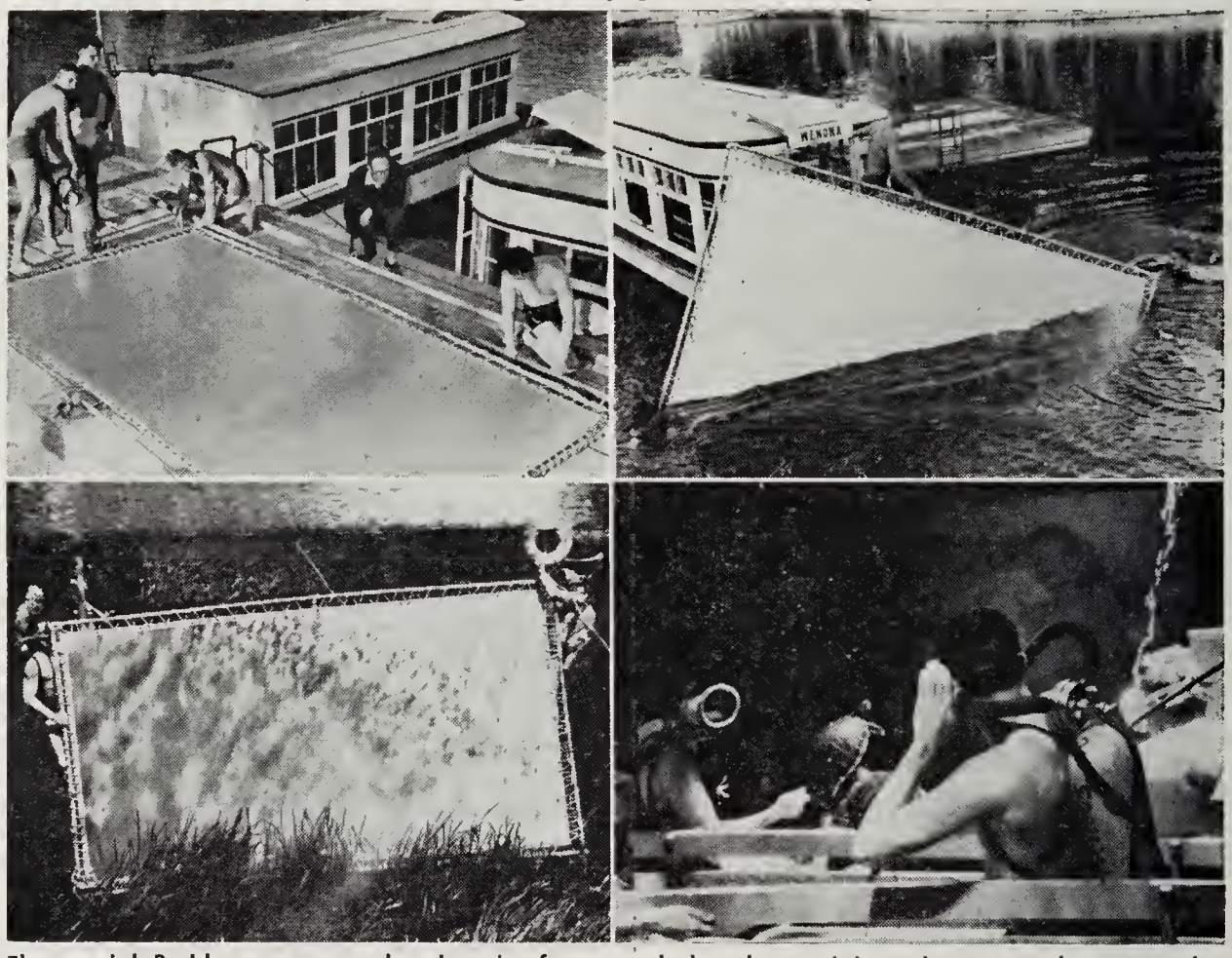
The screen manufacturer now intends to sell this type of screen to theatres because it can be washed and retain its initial reflective properties for many years. It is also made in one piece eliminating distracting seams. This means that you will be seeing clearer and brighter movies in the future in your local theatre because of this development.

The projection machine was 35mm. standard and equipped with an arc lamp utilizing 10 kilowatts. The projection distance from machine to screen was 52 feet with the glass walled projection booth suspended below a boat and holding the auxiliary equipment such as the arc rectifier, amplifiers, etc.

Projection through clear water presents no more problem than projection through air except that its index of refraction must be considered when calculating the picture size. This effect reduces the image that would exist in air approximately 30 per cent.

A standard amplifier of 100 watt output was employed. Speakers were placed in and above the water, and the sound projected through the water by special speakers placed in the underwater audience area. They were placed close to the audience to overcome the normal aqua-lung breathing noise.

This entire project was interesting and productive of future possibilities. For example, we learned that the color balance and density of the picture must be adjusted to compensate for the water clarity or coloring. Many uses come to mind for underwater screening, some of them military such as the gunnery practices used by the Air Force.



The special Bodde screen was laced to its frame and then lowered into the waters by men using skin diving equipment. It was then set in place. With the audience ready, the show went on.

Frayne Names SMPTE Award Committee

HOLLYWOOD—President John G. Frayne, Society of Motion Picture and Television Engineers announced that he has appointed a five-man committee to select the author, or authors, of the most outstanding paper published in the Society's Journal in 1954. An award certificate will be presented to the winner at the Society's 78th semi-annual convention to be held in Lake Placid, New York, October 2-7.

The committee will base its selection on the technical merit of the paper, its originality and breadth of interest, and its excellence of presentation. In order to qualify for a Journal award, a paper must deal with some technical phase of motion picture or television engineering.

The Journal Award Committee is headed by Dr. Armin J. Hill, staff physicist of the Motion Picture Research Council of Los Angeles. Dr. Hill received the Journal Award last year for his paper, "A Mathematical and Experimental Foundation for Stereoscopic Photography," which appeared in the October 1953 Journal.

This and That Around the Trade

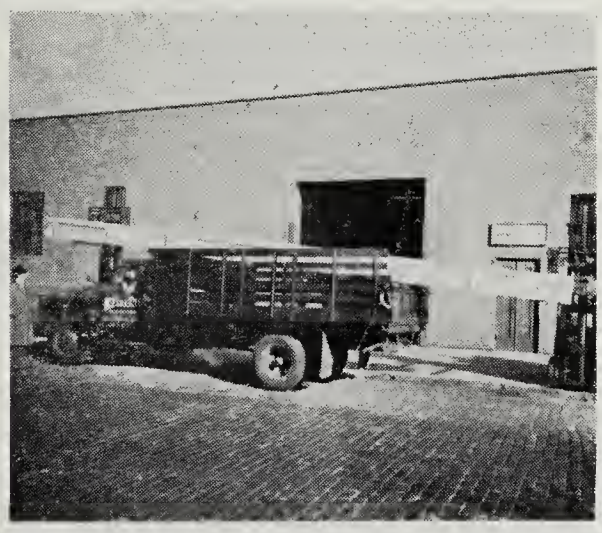
National Theatre Supply recently held a two-day sales meeting in Cleveland and discussed 1955 sales plans for their six central district branches. Presiding over the meeting was John W. Servies, vice-president and central district manager. Important plans were revealed at the meeting by company president, William E. Green . . .



. . . Election of Merlin Lewis, motion picture trade paper executive, as executive secretary of the Theatre Equipment and Supply Manufacturers Association, Inc. (TESMA) by its board of directors, was announced by Fred C. Matthews, TESMA president. He succeeds Roy Boomer, recently resigned because of ill health. Lewis, had been, until his election by TESMA, vice-president of The Film Daily and had been with Showmen's Trade Review in both business office and editorial capacities. He has had wide experience in theatre operations with Loew's, Warner Brothers, Publix, Fox Metropolitan and Skouras Theatres in management, publicity, and advertising capacities. Lewis also had been with production and distribution segments of film company activities, having been with Famous Players-Lasky Corporation, Paramount Pictures, Metro-Goldwyn-Mayer, United Artists Corporation and more recently with Columbia Pictures Corporation. Headquarters of TESMA will be opened in New York City .

. . . A new catalog has been published by the General Industrial Company, Chicago. Many new items have been added to General's standard line consisting of steel shelving, lockers, storage cabinets and inter-communication systems. Offered in a wide variety of sizes and capacities, are the plastic drawer cabinets which are ideal for small tools, nails, etc. . . .

. . . An important policy conference was called at New York headquarters recently by H. M. Bessey, executive vice-president of Altec Service Corporation. Participating were representatives from the company's northeastern and eastern divisions, including L. J. Patton, eastern division manager; Ralph Kautzky, northeastern division manager; R. E. "Red" Pierce, Boston branch manager; H. Hornbeck, Altec representative in Silver Spring, Maryland; together with C. S. Perkins, headquarters operating manager; L. D. Netter, Jr., sales manager; and Marty Wolf, assistant sales manager.



Sol Shurpin, left, Raytone Screen president, watches as the 32 by 80 foot screen made for the Sonora, Mexico City, is put on a truck to be shipped. It is said to be the largest indoor theatre screen that has ever been built.

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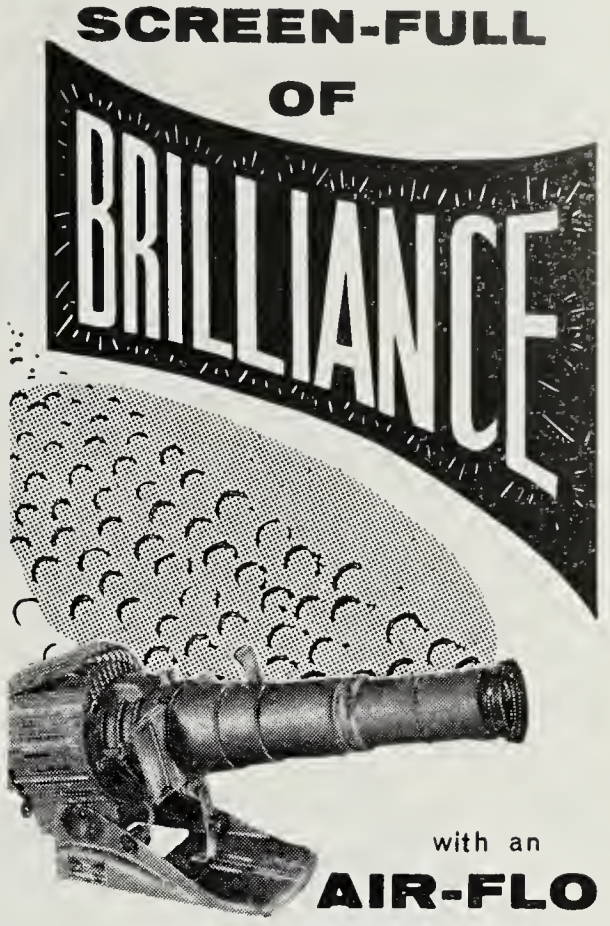


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The oversize, efficient, motor-driven forced air cooling system protects and lengthens life of both slides and lamps . . . also keeps the projector amazingly cool to the touch even after hours of operation. Servicing and cleaning of the precision optical system is quick and simple. Then, for quick change of slides, the Stereopton provides a two-place slide carrier, silent and lightweight.

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NEWS OF THE Territory

BRANCHES

Atlanta

Charlie Jernigan, 32, owner, Ritz, Woodbury, Tenn., is free on $5,000 bond after being charged with murder in the fatal shooting of his wife, June, in the basement of the theatre. Mrs. Jernigan was the mother of three children. Jernigan maintained the shooting was an accident. Jernigan, who bought the Ritz about six months ago, also owns the drive-in there.

Bill Kneip is new owner, Ruskin, Ruskin, Fla., the former owner is Hal Wills. . . . Manager Randolph Holliday has completed installation of CinemaScope at the Sel-Mont Drive-In, Selma, Ala. . . . The Garden, Tampa, Fla., one of the oldest theatres there, has closed its doors for an indefinite period. The former manager, Mrs. Evelyn Faris, has been appointed as manager, Spring, Sulphur Spring, Fla.

In St. Petersburg, Fla., a suit for $50,000 in damages was filed in circuit court against the 28th Street Drive-In by James R. Megular, Hillsborough County. Megular alleges a rope by which he was suspended 60 feet from the ground in a boatswain's chair was broken when a car operated by one of the partners ran into the rope, causing it to break and letting him fall to the ground. He was working on the face of the screen at the time. Named as defendants are P. J. Jones, H. T. Spears, Esther Ferris Floyd, and Marie C. Hecker.

It's a happy birthday to Betty Landers, secretary, and Hilda Knight, accounting department, Allied Artists Southern Exchanges. . . . N. H. Witschen is new owner, Ritz, Jacksonville, from its former owner, M. C. Moore. . . . Oscar Howell, president, Capital City Supply Company, checked in after a business trip from the city. . . . Jimmy Bello, Astor and Capital, was back after a trip to Alabama.

The regular January luncheon meeting of the Women of the Motion Picture Industry was held at the Atlanta Variety Club. The February project of WOMPI will be the decoration and furnishing of a room in the Formwalt Girl's Mission. WOMPI presented a check to a Film Row personality of many years who has been sick. New members added are Stella Defoor, U-I; Delease Bryant, U-I; Betty McGee, U-I; and Frances Waldrop, Fox.

Nat Williams, owner, Interstate Enterprises, with theatres in Georgia, was host to local bookers, managers, and district managers at his annual country dinner at the Atlanta Variety Club.

R. E. Hook, Alabama exhibitor, was in for a booking and buying trip. . . . The Main, Berryville, Ark., and New Basin, Eureka Springs, Ark., installed CinemaScope. The Main is managed by John Wirsig and the New Basin by Cecil Mayberry. . . . The Atlanta Variety Club held its first meeting of 1955 under the guidance of Chief Barker Harold Spears, with Bobby Dodd, head coach, Georgia Tech, as guest speaker. . . . Sid Reams, sales representative, Republic, before his illness several months ago, was in to thank his many friends for the beautiful scroll given to him. He is showing some improvement, and hopes that he will be able to return to the Row soon.



Walter T. Hickey is an industry pioneer who has passed the 50th anniversary of his first motion picture exhibition at Hartford, Conn., on Jan. 15, 1905, and is now a resident of Atlanta, where he is a charter member of Colosseum of Motion Picture Salesman, and where he last worked prior to illness for Screen Guild-Film Classics.

Georgia Theatres headquarters closed the drive-in at Moultire, Ga. . . . In for a booking trip were R. D. Word, theatres in Alabama; Bill Harris and Marion Woodall, theatres in Guntersville, Ala.; Dick Kennedy, theatres in Alabama and Tennessee; Nat Williams, Interstate Enterprises; Edd Duncan, Carrollton, Ga.; Sid Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Don Boardman, Skyview Drive-In, Augusta, Ga.; Violet Edwards, Royal, Monticello, Ga.; Doc Fincher, theatres in Tennessee; and Norris Stephens, buyer and booker, Savannah, Georgia.

Edythe Brant, National Screen Service, went back to her desk after a vacation. . . . Lynda Burnett, booker, United Artists was back after a spell of illness. . . . Tommy Mote, formerly with Film Booking Office, was added as booker at U-I. . . . C. H. Robuck, United Artists sales representative, has returned to Jacksonville after a visit here. . . . Charlie Fortson, sales manager, Wilkin Theatre Supply Company, Savannah, Ga.

A lone bandit wearing a handkerchief across his face held up the Royal, Tampa, Fla., and got away with more than $100. . . . Walt Miles former manager, Piedmont Drive-In, was appointed as manager, Tower, Tampa, Fla. . . . The Fourth-Street Drive-In has installed CinemaScope, as has the San-Marco Drive-In St. Petersburg, Fla. . . . Arthur C. Bromberg, president, Allied Artists Southern Exchange, has returned to his home in Bayou La Batre, Ala., after a visit here.

We are glad to report that the doctor has taken Jack Weiner, MGM's southern publicity chief off the critical list after suffering a lung puncture incurred in an auto crash near Jacksonville. . . . Cam Price, RKO manager, Jacksonville, has returned to his desk after a visit in Birmingham, Ala. . . . Cecil Cohen, Murray, Jacksonville, has installed CinemaScope.

Remodeling the Tropicaire Drive-In at Coral Gables, Fla., has increased the parking space to 775 cars. They have also installed CinemaScope. . . . The Brevard Drive-In, Eau Gallie, Fla., has added to its playground a train ride. Manager is Jack Grayson.

Local papers in Savannah, Ga., gave considerable space to the awarding of a six month pass by Cecil McGlohon, Avon manager, to a local 13-year-old boy who rescued his sister from their burning house. Presentation was made on the stage of the Avon at the monthly meeting of the school boy safety patrols. . . . M. S. Hill, former manager, Palm Drive-In, Savannah, Ga., is now manager, Weis, Savannah. . . . P. E. McCoy, former city manager, Georgia Theatre, Augusta, has been appointed as publicity man, Columbia. . . . The new owner, Boynton, Boynton Beach, Fla., is Norman Djork. Former owner is Loren Fenstermaker.

In for a booking trip were W. Welch, Dallas, Ga.; O. C. Lam and son Tommy, Lam Amusement Company, Rome, Ga.; P. L. Taylor, Dixie, and editor, Columbus World, Columbus, Ga.; Bill Griffin, theatre owner, Cullman, Ala.; and E. Brannon, Roswell, Roswell, Ga. The new owner, Trail Drive-In, Sarasota, Fla., is John Hunt.

The FCC, Washington, has granted licenses to Glankaren Associates, Inc., to operate a new AM and FM radio station here. Officials of the corporation are Locke E. Glenn, Winston Salem, N. C., chairman of the board; David H. Gambrell, attorney, president; and David Lyndon, Decatur, Ga., secretary. . . . Public utilities for the Knox shopping center, Thomson, Ga., to be erected on the former site of the Price, have been approved by the city council.

John Ericson, seen here recently in such pictures as "Rhapsody" and "The Student Prince," spent a few days here. He was in in connection with "Green Fire" and "Bad Day at Black Rock," which will open at Loew's Grand.

Fred Hull, MGM branch manager, Jacksonville, was in for a visit. . . . MGM bookkeeper Betty Cole now is Mrs. Ronald Herod. . . . The meeting of the WOMPI executive board was held at the YMCA with a dinner. Local members appointed on national WOMPI committees are Lynda Burnett, UA; Stella Poulnot, Republic; and Esther Osley, Exhibitors Service. The club made over $200 on the sale of Christmas cards.

Charlotte

A. B. Carver, manager, Plaza, planned a word contest in cooperation with The Charlotte News to see how many words could be made from the letters in

"Green Fire." He got 300 answers and some newspaper space for the picture.

Scott Lett, branch manager, Screen Guild, and sales manager, Howco Productions, left with Mrs. Lett, stopping in Memphis, then on to New Orleans, where they will board their ship for an extensive voyage, which will take them to South America and back via Bermuda.

Queen City Booking reports the new owner, Finklea Drive-In, Finklea, S. C., is J. H. Huggins. He is remodeling for the new media. . . . Riverside Drive-In, Burnsville, N. C., is equipping with wide-screen and CinemaScope. . . . Gilbert Faw, Badin Road Drive-In, Albemarle, N. C., left for a winter vacation in Florida driving a new Cadillac.

C. H. Faw, Thrift Road Drive-In, gave his wife a Cadillac convertible, and treated himself to a new Oldsmobile. . . . P. C. Osteen, Anderson, S. C., will open his new deluxe theatre about Feb. 1. . . . Charles Bergin, Colonial Theatres, Valdese, N. C., was in buying and booking.

National Theatre Supply reports installation at the Colony, Raleigh, N. C., Simplex stereophonic sound, and Hallsboro, Hallsboro, N. C., CinemaScope. . . . Harris Theatre Sales, is equipping the following with wide-screen and lenses, Cowpens, Cowpens, S. C.; Ruby, Blacksburg, S. C.; and Pamplico, Pamplico, S. C. . . . Buddie Austin, is reopening the Waxhaw, Waxhaw, N. C., with new screen and other new equipment. . . . Easley Drive-In, Easley, S. C., is installing CinemaScope.

Bill Simpson, salesman, Kay Films, made his regular Charleston, S. C., trip and found that the weather could get plenty cold there too. . . . Dave Williams, sales manager, IFE, made a sales trip that took in western North Carolina and reported business good, weather cold. . . . Sylvester Sandy, Sandy Films, returned from a trip to Baltimore, Md., and Washington.

A brick wall and tons of earth tumbled in an alley blocking the loading space back of several exchanges. The city had to put "no parking" signs on Church Street in front of the film houses and load and unload there. . . . Mrs. H. G. Arenson has returned with her two children from West Palm Beach, Fla., where she spent the holidays with her husband, Jake, who is working his road shows throughout Florida.

Exhibitors on the Row buying and booking were O. T. Kirby, Palace, Roxboro, N. C., Ralph Cook, Cook, Walterboro, S. C., Jim Height, Midway, Lancaster, S. C., Sonny Baker, Webb, Gastonia, N. C.; Jodie Holland, Lyman, Lyman, S. C.; V. D. Lowder, Raeford Drive-In, Raeford, N. C.; Lewis Whitley, Laur-Max Drive-In, Laurinburg, N. C.; George Whitley, North 41 Drive-In, Fairmont, N. C.; V. L. Hill, Railto, High Point, N. C.; R. R. Rumley, Fox Drive-In, Spartanburg, S. C.; Phil Wicker, Greensboro, N. C.; Fred David, Silver Star Drive-In, Bishopville, S. C.; and Gilbert Faw, Badin Road Drive-In, Albemarle, N. C.



MGM Charlotte sales representative B. J. Ross, left, recently presented a $100 U. S. Savings Bond to Frank Irvin, Richmond, Rockingham, N. C., who was winner of the Wilby Kincey Circuit theatre managers' contest with the best MGM promotion campaign. His entry was on "Julius Caesar."

A. T. Livingston, Auto Drive-In, Greenwood, S. C., was in town buying and booking for his reopening, after a complete rebuilding job. . . . Fred Sandy has a new office manager and booker, Francis Woollen, formerly with Warners. . . . Jack W. Wadsworth is now managing the Belvedere. Jack has been around several years as drive-in manager. . . . Astor reports that Louise Latte is back with them again.

W. F. Harris, Jr., is going to travel the territory for Harris Theatre Sales Company, owned by his father. Young Harris has sold equipment before for Wil-Kin, then went to Roanoke, Va., to manage a drive-in. . . . Phil Isaacs, salesman, Paramount, Washington, was in calling at Theatre Booking, who owns theatres in Virginia. . . . A freak storm blew down the 80 foot screen, except about 20 feet, of the Shenandoah Drive-In, Roanoke, Va. The manager, believing in the saying that the show must go on, reduced his picture to the 20 foot space left and did normal business.

The Reverend W. L. Freeman, pastor of the Scotland Neck Methodist Church, Scotland Neck, N. C., says regular Sunday morning services have been well attended at the Dixie while a new church building is under construction. Only complaint so far, a child threw a temper tantrum because his mother refused to buy popcorn.

Dave Williams, district manager, IFE, made his first trip through South Carolina this week. He said it was very good meeting all his old friends he made years ago when was salesman for MGM and later with Eagle-Lion.

Ed Rosenblatt, motion picture sound and projection engineer, believes he is the first to have had a cut made and put on his typewriter. He just shifts the ribbon to red, hits the key to which the small cut is attached, and it comes out CinemaScope. Rosenblatt and wife, Mary Nell, have started their new home, located about five miles further out than their present one. The new site is Sherbrooke Road, off Sharon Road.

Exhibitors on the Row buying and booking were Bob Wilburn, Sunset Drive-In, Buffalo, S. C.; H. P. McManus, Greer Drive-In, Greer, S. C.

Jacksonville

Distributor representatives here from Atlanta were Ken McCartney, Kay Productions; Ken Laird, Buena Vista; and Jimmy Hobbs, United Artists. Bob Pollard, Republic salesman, came in from the Tampa, Fla., branch to call on circuit bookers. . . . Visiting exhibitors were John Harrell, Martin Theatres, Atlanta; Lynn Goodyear, Empire, Daytona Beach, Fla.; Sam K. Strathos, Jefferson, Monticello, Fla.; Harold Poppell, Telco Theatres, West Palm Beach, Fla.; and from south Georgia, C. L. Jackson and J. M. Wells.

U-I branch workers geared themselves for the Charley Feldman Drive, which runs to April 30. The branch office was gaily decorated by Lyn Safer to herald the drive. Head booker Oliver Matthews said that U-I is offering exhibitors of the area a "baker's dozen package deal," consisting of 13 of U-I's best current feature products.

This year concludes Jacksonville's first decade as a film distribution center. Paramount was first on the scene, followed several years later by MGM in 1950. Columbia, third here, established its branch office in January, 1951; 20th-Fox in February, 1952; U-I in June. 1952; RKO and United Artists following soon after; and Buena Vista coming in only a few months ago. Only one film distribution firm maintains a Florida branch office outside of Jacksonville, that of Republic in Tampa.

Carl Carter presented a 30-minute act of a trick horse and its rider to supplement several double-feature programs at the Air Base Drive-In. . . . Bob Skaggs, manager, Florida, used an eye-arresting newspaper ad by ad writer Edith Smith, with generous amounts of green ink instead of black, to herald the opening of his first-run of "Green Fire." Prior to his opening, he had a lobby teaser display of a large shipping case labeled "handle with care" and "this contains the blonde dynamite of Grace Kelly in MGM's 'Green Fire.'" For a week prior to the opening, Skaggs' cashiers, ushers, and candy girls wore green silk streamers announcing the picture. All backboards of the largest drugstore and soda fountain in the theatrical district carried oversize ads, tying in "Green Fire" with the store's leading merchandise. A large jewelry store in the town's main shopping district tied-in with an emerald sale and display by using a trailer belt describing "Green Fire" which was projected from a hidden point onto a screen above the store's display window.

T. P. Tidwell, 20th-Fox branch manager, came back from several days spent in south Florida to report that motion picture grosses may reach an all-time high in resort cities crowded with free-spending tourists. . . . An attractive floral arrangement by Becky Roberts in the boxoffice of the Imperial was a reminder of a few years ago when all downtown theatres were similarly decorated. . . . Cecil Cohen opened the year at the Murray Hill with a completely redecorated interior to match his installation of CinemaScope.

Memphis

Mr. and Mrs. E. C. Brooks advise they have closed their Town, Whiteville, Tenn., due to business conditions. . . . Nate Reiss closed his Missouri, Campbell, Mo.; Rockwood Amusement Company has closed the Roxy, Alamo, Tenn.; and the Rison, Rison, Ark., has closed. . . . Visitors on the Row were Mrs. M. McQuistion, Princess, Booneville, Miss.; Ned Greene, Legion, Mayfield, Ky,; Louise Mask, Luez, Bolivar, Tenn.; Pinky Tipton, New, Manila, Ark. . . . H. C. Walden is again operating the Belmont, Belmont, Miss., and was in this week arranging his program; Mart Mounger, Mart, Calhoun City, Miss.; Victor Webber, Center, Kensett, Ark.; Leon Rountree, Holly, Holly Springs, Miss.; Joe Wofford, Eupora, Eupora, Miss.; and Roy Dillard, Dillard, Wardell, Mo.

The Alamo, Pine Bluff, Ark., operated by Buddy Woodfield, was destroyed by fire, causing damage estimated at $100,000. The fire broke out after the theatre had closed and there were no injuries. . . . There's a bounce in that walk of Allied Artists' branch manager Bailey Prichard, as son Bill has just made him first-time grandfather of a seven pound baby girl.

There's excitement on Film Row in anticipation of the forthcoming "Sadie Hawkins Dance," which is to be sponsored by WOMPI, as gossip has it that there is much hidden talent that will be revealed in a floor show. Excitement is running high as plans are prepared to make this the gala event of 1955. The event takes place April 16 at Variety Club and will be sans evening gowns, with prizes for costumes. . . . Mrs. John Coll, wife of the Ski Club president, donned the frog suit of her husband and defied the weather to take a ride on water skis. The motor of the boat was too cold, so she just took a swim. A mighty pretty picture she made, and the suit worked fine.

New Orleans

Joy N. Houck, co-head, Howco Productions, flew to Hollywood for the initial screening room preview of their latest movie, "Kentucky Rifle." . . . Eileen Kaiser Clay, a member of WOMPI and head booker, Columbia, reigned as queen over Krewe of Carthage at the presentation of the Krewe's annual Carnival Ball which was held in the Municipal Auditorium Among the six maids of her court was her sister, Jo Ann Kaiser, also a WOMPI member and Columbia's contract clerk, and Mary Schumaker, another WOMPI member and Columbia's second booker. Another of the maids well known in film circles was Mildred Olister, whose papa, D. J. Olister, served as manager of theatres for more than a quarter of a century, and who just recently resigned as manager, Twin Do Drive-In, Metairie, La.

Claire Tremorel, WOMPI publicity chairman states that congratulations are in order for WOMPI members Lillian Flick, Paramount; Eva Vignalles, 20th-Fox; Connie Bouche, MGM; Nina Bauer, UA; Gloria Barefoot, 20th-Fox, and Evelyn Beyer, Paramount, who have birthdays in January and February, and to Dorothy Rybiski, U-I, who will observe an anniversary in February.



Florida State Theatres recently held a special screening of RKO's "Hansel and Gretel" at the Coral, Miami, Fla., for members of the Dade County Council of PTA, representing 86 local groups. Seen are, standing, left to right, Mrs. J. A. Culcry, Mrs. H. A. Kuvin, Mrs. R. J. Tauber, and Harry Botwick, FST district manager. Seated are Michael Myerberg, producer of the puppet feature, Mrs. Paul Brinson, and Mrs. F. E. Williams.

O. K. Bourgeois, co-owner, Astor, Dallas and Memphis, and Dixie Films, New Orleans, visit here was cut short upon receiving a long distance phone call that his partner, Mrs. John Jenkins was rushed to a Dallas hospital because of serious injuries to her head and face suffered in a fall from a chair in the office. . . . Morgan Gregoire, member of Transway's depot personnel, had an altar date. After the wedding many of his fellow workers, family, and friends gathered at Lenfant's for a reception.

Get well wishes go out to E. W. Ansardi, Buras, Buras, La., who is bedded at local Mercy Hospital recuperating from an operation, and to Mrs. Leon Johnson, wife of the manager, Transway, depot, who is recuperating at home after surgery.

Out of town Louisiana exhibitors observed at Gentillich were Mr. and Mrs. Claude Darce, New Opera House, Morgan City; Hector Naquin, Cecilia; Mesdames Frank Olah, Sr., and Jr., and toddler Frank, III, Star, Albany; Jack O'Quin and son Pat, Joy-Oke Theatres, Kaplan; and Joseph Barcelona, Regina and Tivoli, Baton Rouge.

Mississippi exhibitors in buying and booking were Ernest Clinton, Clinton Theatres, Monticello; M. A. "Max" Connett, M. A. Connett Theatres, Newton; "Preacher" Crossley and Robert DeGruy, Laurel; George French, Star, Merdenhall; F. W. Corbett, Dixie, Drive-In, Columbia; and Arthur Lehman, Alamo and Booker T. Jackson.

Officers and members of Allied Theatre Owners of Gulf States who have completed plans to attend the National Allied second annual convention at the Chase Hotel, St. Louis, are president Abe Berenson, treasurer T. G. "Teddy" Solomon, Mr. and Mrs. R. E. Sellers and Milton Guidy, Opelousas and Lafayette, La.; and William Butterfield, Lake Drive-In, Pascagoula, Miss.

Alice Catalanotta, vice president, Fox Theatre, Inc., informed that they will transfer the ownership of the neighborhood Fox to Fox Theatres Enterprises, Inc., represented by Frank Lais, Jr., president; Samuel J. Wright, Jr., vice president; and Louis Dugas, secretary. Southern Theatre Service will handle the buying and booking. This is the third local situation acquired by the new owners. . . . Lucas Conner, manager, Warners, was on a trek in the territory.

The Variety Club of New Orleans, Tent 45, first gala informal event will be the charter banquet on Feb. 7 in the Cotillion Room in the Jung Hotel, when International Chief Barker George Hoover presents them with their charter. Other activities will include the indoctrination of all members, brief talks by distinguished guests, among whom will be Governor Robert Kennon of Louisiana; Governor Hugh White of Mississippi; deLesseps "Chep" Morrison, mayor of New Orleans; Jack Dumestre, international dough guy; and William McCraw, international executive director.

G. L. Cobb, brother of "Wee Willie," who operates a concession business for drive-ins in Baton Rouge, La., was here on a combined business and pleasure trek. . . . Seen at Allied headquarters were E. R. Sellers, Opelousas, La.; R. A. Sellers, Lafayette, La.; Abe Berenson, Jack O'Quinn, Kaplan, La.; Milton Guidry, Lafayette, La.; F. G. Prat, Jr., Vacherie, La.; Harold Dacey, Raceland, La.; William Sendy, Patio; S. J. Gulino, Kenner, La.; E. W. Ansardi, Buras; and Gordon Bradley, Atlanta Paramount southern division manager, who conferred with Robert Bixler, field representative, who was here from Dallas, and manager William Holliday on the opening of "The Bridges at Toko-Ri" at the Saenger.

Charles Bolton, Coca Cola district sales manager, fountain sales department, stopped in for a brief visit. . . . R. E. Almand, Sabine, Merryville, La., was in buying and booking as was "Pick" Mosely, Ritz, Picayune, Miss.; Charles Waterall, Sr., Waterall Theatres, Prichard, Ala.; Vincent Currier, Amite, La.; Maurice Venable, Cankton, La.; and S. E. Mortimore and Lyall Shiell, Skyvue, sans their partner Frank Olah, whom the doctor ordered to remain immobile a few weeks longer because of his serious back injury a month ago.

Elizabeth Jane Nelson is the new manager, Joy Drive-In, Shreveport, La. . . . Mr. and Mrs. Scott Lett, Screen Guild Productions, Charlotte, were guests at the home of Mr. and Mrs. Harold "Babe" Cohen before embarking on a Caribbean cruise. . . . Commerce Pictures 35mm. short subject, "Let's Go To The Races," is going great guns everywhere, advised Floyd Murphy, field representative upon his return from a trek in Mississippi.

Exhibitors making the rounds were C. J. Tringas, Roxy and Ranch Drive-In, Pensacola, Fla.; Elegy Dupepe, Aerron; the Corte Brothers, Phillip, Garden, and Samuel, Laurel; Frank Ruffinio, Gaeity,



Mississippi's Governor Hugh White recently signed a proclamation designating February as "Go to the Movies Month," and witnessing the unusual honor accorded MGM's Motion Picture Theatre Celebration are, left to right, in the state capitol, Art Katzen, MGM field press representatives, New Orleans; Ted Solomon, president, Mississippi Theatre Owners Association; Don Stafford, president, Dixie Theatres Corporation; Louis Alforo, attorney, McComb, Miss.; and John Williams, secretary-treasurer, Mississippi Theatre Owners Association.

the Brunets, Paul, Dixie, and Rene, Imperial. . . . Lloyd Basford has been appointed assistant to manager Ernest MacKenna, Joy. He replaces Kenneth McKenna, who has taken a position outside of the industry. . . . Tom Barrow opened his new indoor Palm, Fort Walton, Fla. . . . The 45 Drive-In, Macon, Miss., suspended mid-week operations. . . . J. G. Broggi, buyer and booker, Rebel Drive-In, Natchez, Miss., advised of its closing.

Arkansas

Little Rock

The Hoo-Hoo, Gurdon, Ark., has contracted for the installation of CinemaScope, according to Hugh Johnson, manager. . . . Cecil Maberry, owner-operator, New Basin, has announced the sale of the theatre to John Gray, Tulsa, Okla. A remodeling program has been completed including CinemaScope installation. Maberry is a retired film executive, having been sales manager for Warners and once the owner of the Hippodrome, New York.

In Pine Bluff, Ark., the Alamo was destroyed by a fire causing $100,000 damage. There were no injures. The building and equipment were owned by Luther Woodfield.

Florida

Daytona Beach

Manager Ted Chapin, Daytona, enlisted the free services of Mayor John R. Tamm and professional clown Jimmy Ellison to exploit the first-run opening of "Three Ring Circus." The mayor greeted the clown at the city airport upon his arrival and presented him with the keys to the city. In a parade to the theatre, the clown engaged in ballyhoo along downtown streets and, at the theatre, lighted a bogus giant firecracker while the mayor inspected a "Three Ring Circus" front.

Lakeland

Tom Sawyer, manager, Polk, had the foresight to clip a humorous article about "Phffft," written by famous AP columnist Hal Boyle, about two months before the comedy feature was booked at his theatre. On the opening day of "Phffft," Boyle's column was blown up to three columns and used as the principal part of the Polk's newspaper ad. Sawyer also induced the local Arthur Murray dance studio to insert scatter ads in the newspaper to announce that free dance coupons were available to persons who passed the Polk's boxoffice to see Judy Holliday and Jack Lemmon doing the mambo in "Phffft."

Miami

The Ritz, Hollywood, Fla., was the first business on the March of Dimes coin collectors honor roll by turning in a filled container and asking for a new one. . . . Dave Krebs, Wometco bookkeeper, became the father of his first child, a girl, Anne Regina. . . . The Olympia is set to reopen on Feb. 11. No vaudeville is planned, just first-run pictures. The house was closed several months ago when operating costs for live stage entertainment in addition to films mounted too high. Reopening of the Olympia gives downtown Miami its fifth first-run theatre.

Wometco sick list included Brad Albury and Louise Hagberg, both in the accounting department. . . . The Royal gave 150 passes to members of the Three Score and Ten Club for a morning showing of "Athena." . . . Mel Haber, Carib, Miami Beach, Fla., rated space in local columns with his offer of free admission to everybody named Booth at a preview of "Prince of Players." . . . Yiddish-American vaudeville began again this season at the Cameo, Miami Beach, Fla., under the directorship of Leon Schachter.

Ocala

"Sport" Bailey, manager, Marion, lifted four or five names daily from the pages of the local city directory and inserted the names in his newspaper ads to advise the lucky persons that they had been selected to receive free passes to an outstanding coming feature. The stunt has been attracting a lot of attention.

Louisiana

Shreveport

For the second time in seven months, safe crackers looted the safe at the Broadmoor and escaped with more than $200. Charles Williams, manager, reported that the theft was carried out in identical fashion to the job pulled in June last year, when about $250 was taken. The burglars also broke into a cigaret machine and took an unknown amount of cash. Entrance to the theatre was made by prying the front door open. Williams said the safe was worth $450 and was a total loss. They took the safe from a closet in the office and rolled it to the main part of the theatre where the door was peeled off. The manager said the yeggs missed some $400 of Saturday's receipts which were in another place in the theatre.

North Carolina

Charles H. Lewis, manager, Center, was elected a director of the Durham Merchants Association.



This novel promotion was used recently for MGM's "Deep in My Heart," Florida, Miami, Fla. The organist, upper left, played tunes from the film which were heard on the sidewalk below.



Jane Russell is seen as she alighted from a vintage Ford during the recent festivities in connection with RKO's unique underwater premiere of "Underwater," Silver Springs, Fla.



Major Albert Warner is seen recently discussing Warners' "The Silver Chalice" with Bob Battin, manager, Beach, and Harry Botwick, Florida State's district manager, Miami Beach, Fla.

NEWS OF THE Territory

BRANCHES

Cincinnati

New officers of Local F37, IATSE, are: president, Robert Laws, Columbia booker; vice-president, Virginia Mayer, 20th-Fox assistant cashier; secretary, Patricia Quigley, UA secretary; financial treasurer, Etta Kuhlman, Warners secretary; treasurer, Mary Lou Harrison, Columbia assistant cashier; executive board, Ann Keck, Warners booker; Robert Doppes, U-I booker; and Janet Stalf, UA stenographer; trustees, Rosemary Meyer, U-I booker; Lucille Arnold, U-I secretary; and Wilbur Hetherington, UA booker; examining board, Dorothea Lang, MGM assistant cashier; Ethel Stenger, 20th-Fox assistant cashier; and William Poppe, UA booker; guardian, John Rollmeyer, 20th-Fox booker, and business agent, James Levendusky MGM booker.

New officers of Local B37, IATSE, are president, Laura Finney, 20th-Fox inspectress; vice-president, Mabel Rhinehart, MGM inspectress; recording secretary and treasurer, David Schrieber, U-I head shipper; financial secretary, Thelma Sebree, RKO inspectress; executive board, Harry Brinkman, Warners head shipper; Margaret Rakel, Columbia head inspectress; and Lucy Ochschlager, National Screen shipper; trustees, Clara Supee, RKO inspectress; Robert Banker, U-I shipper; and Lou Grossman, Columbia head shipper; sergeant-at-arms, Joseph Mercuria, NSS shipper; and business agent, John Dressing, NSS head shipper.

After a four-day trial in Common Pleas Court in a suit and counter-suit involving claims of $72,300 by the present and former operators, Art Guild, Judge Louis J. Schneider ruled that Mrs. Mayme C. Vance had breeched the lease and so was not entitled to anything on her cross petition for $10,800; while he found in favor of Mrs. Vance because Distinctive Pictures, Inc., had not proved they had suffered any damage. The suits resulted from a dispute between Mrs. Vance and owners of adjacent property, who had erected a fence blocking off an exit, resulting in closing of the house by the city. Another exit at the rear was constructed and the house then was reopened.

In to bally films were Jeannie Johnson, U-I's "Sign of the Pagan," Grand; Dianne Foster, Columbia's "The Violent Men," Palace; and Don Kay, Rebel Productions sales manager, here to arrange publicity for "Naughty New Orleans."

Hallmark announced the appointment of Allan S. Moritz, for 20 years Columbia branch manager here, as its new franchise distributor of its product in this area.

Attending a 20th-Fox sales meeting in Cleveland were Robert McNab, branch manager; Tony Knowlman, office manager; and sales reps in this territory. They also were present at a testimonial dinner for I. J. Schmertz, Cleveland branch manager, who celebrated his 50th anniversary with the company.

Although opening dates for "Cinerama Holiday" have been set in several other cities, there has been no announcement of its opening at the Capital, where "This Is Cinerama," which opened last June 21, continues to draw good boxoffice. . . . Film Row executives are mourning the deaths of Antonio T. Palazzolo, prominent in the local Italian community and interested in several local houses, and Louis J. Kallmayer, former manager, nabe Hollywood. . . . A bill introduced in the state legislature requiring Ohio State University to televise all its football games, prohibits theatre television of the games while they are in progress.

Marie Russell Rutard, formerly Paramount accounting department, and now enroute to India where she will live, sent her former coworkers a postcard from Paris. . . . Warren Corbus, manager, nabe Mariemont, is recovering from eye surgery; James Brunette, Jr., son of James Brunette, Paramount office manager, is convalescing after a hip injury, and Ruth Wilke, Paramount inspectress, was ill.

George A. Kirby, Republic branch manager, was in Columbus, O., on business. . . . Screen Classics is distributing "Martin Luther" in this area. . . . Vance Schwartz has sold his New Westerville, O., house to Robert Hudson.

Bernard Jacon, IFE vice-president in charge of sales, was in. He is completing the final leg of his nation-wide tour of key city areas.

Cleveland

Howard Spiess has resigned as booker, Co-operative Theatres of Ohio, to join the Phil Smith Circuit, Boston. With headquarters in St. Louis, he will be in charge of buying and booking for seven Smith theatres in that area. . . . Frank Masek, National Theatre Supply manager, is installing anamorphic lenses and CinemaScope equipment in the State, Fostoria, O., Mahoning, Youngstown, O.; and the King, here. . . . It's Charles Marecek, not Al Ochs, as erroneously reported, who has acquired the Clinton, Port Clinton, O.

The Council of the City of Cleveland, for the first time in history, passed a formal resolution to congratulate I. J. Schmertz on the 50th anniversary with the 20th Century-Fox organization and the 28th year as manager of the company's Cleveland branch. This resolution was read at the testimonial dinner at the Hollenden Hotel by Cleveland's Mayor Anthony Celebrezze. No other member of the motion picture industry has ever been so honored.

Bernard Jacon, IFE executive, was in town to confer with district manager Mark Goldman on territorial releases. . . . Joe Rembrandt, owner, Center-Mayfield, here, and the Ellet, Akron, O., is in Florida to complete the last stages of his recovery from a Thanksgiving automobile accident that resulted in some broken ribs. . . . Laura Kovach, secretary to Universal-International district manager Peter Rosian, and her husband have moved into their new home in suburban Broadvue Heights.

Tom McCleaster, 20th-Fox division head, held over the managers of his division here to attend the I. J. Schmertz golden anniversary testimonial dinner after a division meeting to discuss the merchandising of forthcoming releases. Present were Joe Lee, Detroit; Al Levy, Pittsburgh; Robert McNabb, Cincinnati; Robert Conn, Indianapolis; and I. J. Schmertz, Cleveland. . . . National Theatre Supply is adding Welch's Grape juice to its concession items for the season.

Max Mink, manager, RKO Palace, made a strong bid for children attendance with a Disney-o-dama of 12 Disney cartoons in addition to his double feature program of "Destry" and "Boy Scout Jamboree" . . . Joe Leavitt, projectionist, flew back to his winter home in Florida, after a visit here for a periodic physical check-up.



Paramount midwest representatives are seen at a recent luncheon for preview guests following a showing at the Ritz, Indianapolis, of "The Bridges At Toko-Ri." Honor guest was Captain R. F. Scott, USN, Commander of the Naval Ordnance Plant, Indianapolis, seated at far left. In the foreground is Byran D. Stoner, central division manager. Others in the photo, left to right, are G. R. Frank, Indianapolis branch manager; Pete DeFazio, northern Indiana salesman; and Duff Newman, southern Indiana salesman.



Seen at the recent I. J. Schmertz golden anniversary dinner held in Cleveland at the Hollenden Hotel ballroom were, top photo, M. B. Horwitz, right, offering congratulations to Schmertz, left, and presenting him with a set of keys to a new Cadillac as a token of appreciation from the theatre owners of northern Ohio. In the bottom photo, Schmertz, left, looks serious while Al Lichtman, center, 20th-Fox general sales manager, recounts some of the services Schmertz has rendered the company during the 50 years he has been a member of the organization. William C. Gehring, right, assistant general sales manager, starred as toastmaster of the occasion and presented Schmertz with a $1,000 gold wrist watch from the folks at 20th-Fox.

Detroit

Frank Upton, Cinerama district manager, became a first time father of a girl. Wife, Lee, is doing well at Deaconess Hospital. . . . A former Detroiter who is now a top writer for Paramount was in town. George Seaton previewed "Bridges at Toko-Ri" and "The Country Girl" for the trade here. Also beating for newcomers was lovely Dianne Foster, for "The Violent Men" and "The Kentuckian." . . . The lobby of the Michigan took on a circus air with the "Three Ring Circus" opening. Joe Short and Addie, both former Ringling clowns, greeted customers.

Educational TV will come to Detroit with the June opening of station WTVS on Channel 56. . . . 395,000 feet of film were reviewed by the Police Censorship Bureau in December with only 1,100 feet missing the standard. This brought the year's total to 4,474,000 feet for the year. The 1,100 feet snipped in December were all in Italian films. 27,000 feet were axed out during 1954. . . . William Green, Cinerama publicist, was installed as head, Michigan Showman's Association.

MGM's latest proclamation in connection with its "1955 Motion Picture Theatre Celebration" was issued in Lansing, Mich., by Governor G. Mennen Williams, who declared February Motion Picture Theatre Month for the State of Michigan. In his proclamation, Governor Williams states, "The objective of this month is to remind our people of the contribution made by this group. The educational and cultural advancements which have been made available to the American people through the medium of the motion picture are well recognized. We certainly owe a debt to those who have made motion pictures available to the people and who have worked towards the constant improvement in quality and technique of such presentation. In 1905 the first motion picture theatre opened its doors and has been contributing to the entertainment of our citizens ever since."

W. C. Gehring, 20th-Fox executive assistant general sales manager, was in to conduct a sales meeting and to negotiate for forthcoming company attractions with leading exhibitors. Accompanying Gehring was Glenn Norris, eastern sales manager.

Pittsburgh

Bob Finkel, son of former chief barker and well known exhibitor Bill Finkel, was placed under contract by NBC-TV in Hollywood and has been assigned to produce and direct the Jack Carson show. . . . With the Harris Amusement Company taking over the operation of the Penn, Frank Arena is returning to the Ohio, Cleveland. He has been managing the Penn the last five months for its new owners, George Skouras and United Artists Theatres, under lease from Loew's.

Grace Benitz, with 25 years of service for the local Paramount exchange, has been named head inspectress at this branch. She succeeds Nellie C. Dunn, who recently resigned after 36 years in Paramount's local service. . . . The E. LeViants, he being head of the local printing company, recently celebrated their 40th wedding anniversary. . . . Henry Burger, Stanley Warner Circuit, accepted Moe Silver's Man of the Year in Entertainment Award at the Jaycee banquet, while Silver and his wife were vacationing in West Palm Beach, Fla.

In conjunction with "20,000 Leagues Under The Sea," Stanley, one of Carnegie Museum's prize possessions is on display in the theatre lobby and causing tremendous curiosity, a five foot inventor's model of a submarine which was never built but resembles the "Nautilus," portrayed in this picture. . . . Stanley Warner district manager Dinty Moore, his wife, and their four-year-old granddaughter just returned from a Miami, Fla., holiday.

Because of the Traffic Club affair, the Variety Club's testimonial for critic Harold Cohen, who won the Screen Directors Guild award for the best film reviewing in 1954, has been pushed back to Feb. 2.

John H. Harris and members of his Ice Capades troop organized a company to drill for oil in 160 acres near Muskogee, Okla., adjacent to property that now has eight wells running. . . . The Stanley Warner Circuit will turn over the Schenely to the American Cancer Society for the showing of the film, "Breast Self Examination." Pitt cancer expert Dr. H. F. Besel will be on hand for a discussion. Local doctors are supplying women patients with tickets for the showing.

John H. Harris, Jr., son of the showman and ice show tycoon, has joined the executive staff at the Gardens while waiting to be called into service. He just turned 19. . . . Barbara Levine has returned to her post at the Co-operative Theatre Service switchboard well-mended from the auto accident that injured her and her husband. . . . An elephant will parade in the downtown streets the weekend of Feb. 11 to ballyhoo the coming Penn-bound "Jupiter's Darling."

Morton Stahl, former assistant to his father, Herman, Drake, Oil City, Pa., and graduate of the University of Michigan, returned there for a CPA post graduate course. Herman's son Bob, now in New York, wrote the widely circulated Arthur Godfery story in TV Guide. A third son is now in Japan. . . . The Fulton and all Shea Circuit houses have enrolled as members of the Allied States Association.

Joe Mazzei, Grant, Millvale, Pa., who was an undercover agent for the FBI, recently returned from Macon, Ga., where he again testified for the government. . . . James H. Nash, Bert Starn, Harry Hendel, and Ben Amdur leased the Guy V. Ida, McDonald, Pa., and will remodel and renovate. These same operators have interests in theatres at Crafton and Carnegie, Pa.

Harry Bernstein, 71, former theatre manager, died recently at his home. He managed the Henry Friedman enterprise at Ambridge, Pa., retiring four years

ago. He is survived by his wife, two brothers, and a sister. . . . Mrs. Charles Triozzi, Central, Hermenie, Pa., states that her brother and sister-in-laws were severly injured in an automobile accident.

Jimmy Nash, Jr., son of local exhibitor James H. Nash, became a father for the third time with his wife giving birth to a baby girl. . . . Sam Fineberg, former Republic local franchise holder and a partner in Alexander (RCA) Theatre Supply, was in town from his home in Phoenix, Ariz. His son Jay, after four years in service, was being discharged at Scott Air Field. . . . Jim Vazzana, former film and theatre supply salesman here, is wearing a neck collar after a recent auto accident and being hospitalized for five weeks.

A well known exhibitor, Jacob Silverman, who pioneered motion pictures in Altoona, Pa., and constructed this city's first theatre 50 years ago, recently celebrated his 75th birthday. In 1938, he leased all of his theatres with the exception of the Blair, Hollidaysburg, Pa., to the Fabian interests; he also operates a drive-in theatre in Washington.

Herbert A. Kaufman, vice-president and sales manager, Makelim Pictures, was in. . . . Gus Vavaeris, well known Johnstown, Pa., exhibitor, leased the Lyric, Johnstown, Pa., from Adolph Farkas to show a Greek motion picture. . . . Bill Finkel, Arcade, was back on the job after a prolonged Florida vacation.

Jack Harris, vice-president and sales manager, Exploitation Productions, was in looking for local distributors for his EPI releases. . . . V. L. Don Watson, Manos Circuit booker, is thrilled over the current recovery of his five-year-old daughter from rheumatic fever. . . . Among the state theatres adding CinemaScope were the Avenue, Erie; Laurel, Roxy, and Ideal, Johnstown; and the Baden, Baden. . . . Lou Paretta, Crescent, Mahowington, Pa., is remodeling his stage and building prior to installing a wide-screen and CinemaScope.

R. J. Folliard, district manager, RKO, was in conferring with branch manager Dave Silverman on upcoming releases. . . . Dave Silverman, branch manager, RKO, is being honored by all of his friends and exhibitors with a special week for sales and playdates, to help him hit the top on the RKO playdate drive. . . . Exhibitors seen on Film Row were Adolph Farkas, Lyric and Rialto, Johnstown; Joe Shapiro, Shapiro, Mount Union; Chris Fourgis, Grand, Mount Pleasant; John Muller, Nu-Luna, Sharon; Lou Lambros, Capitol and Colonial, Farrel; Tommy and John Bello, Penn, Blairsville; Saul Perlman, Rivoli, Altoona; Cliff Brown, Temple and Kane, Kane; George Tice, Park, Munhall; and Alvin Sieler, Ligonier, Ligonier, all in Pennsylvania.

Allied Motion Picture Theatre Owners of Western Pennsylvania's labor committee announced the signing of a two year contract with members of the Moving Picture Machine Operators' Local 171,



Bill Shirley, United Artists field man, evidently will go to any extreme to help sell his product. He is shown recently astride a burro in alleged Mexican costume on downtown Indianapolis streets to spotlight the opening of "Vera Cruz," Loew's.

IATSE, AFL, thus concluding amicably negotiations that started last August. The theatre owners' labor committee is represented by Harry Hendel, chairman; Norman Mervis, Paul Bronder, Morris Finkel, and George Tice, representing approximately 46 theatres in the area. The union's wage scale committee was represented by the executive board with James V. Sipe acting as chairman.

John Troy, Parker, Parker, Pa., recently left Bert Sterns cooperative buying and booking combine and is now doing his own. John also owns and operates a TV cable for the town of Emlenton, Pa. . . . Tom Yanta, Gable, Sharon, Pa., is now doing his own buying and booking following his leaving the Hanna booking service. . . . John Rigas, Coudersport, Pa., reports that his giant giveaways are starting to do real business and he will continue this policy in the future.

Ralph Adelman, Mars, Mars, Pa., is now a television supervisor in Butler, Pa. . . . Charles Dortic, Columbia salesman in West Virginia and local president, Colosseum of Motion Picture Salesmen, recently outlined a plan to have a raffle to raise funds for the welfare fund. . . . Palace, Union City, Pa., which was operated for years by Marshall Peterson, Jamestown, N. Y., has been sold to Eugene Gallagher. . . . Bob Bloom, sound engineer, Stanley Warner, has resigned to become vice-president and general manager in charge of sales, Kittell-Hammond, Warren, Pa.

Ohio

Celina

Mrs. Minnie Dwyer, Celina, staged a one-woman campaign to repeal Celina's three per cent admissions tax, reported Robert Wile, secretary, Independent Theatre Owners of Ohio. "She first got it reduced to half and then by continuing pressure on members of City Council, got it repealed completely," said Wile.

Columbus

Charles Sugarman, manager, World, went to Miami, Fla., to be with his father, Albert Sugarman, who is confined to Jackson Memorial Hospital. . . . Columbus friends of Howard M. Feigley,

(Continued on next page)

Ohio Censorship Debate Continues

COLUMBUS, O. — Censorship of motion pictures has little trouble "with the vast majority of motion picture producers and distributors" said Dr. Clyde Hissong, former chief Ohio film censor, in a debate on censorship aired last week over WBNS and WBNS-TV, Columbus, on Columbus Town Meeting of the Air.

"Just as the State Highway Patrol has no trouble with most citizens who travel the highways but does have trouble with a minority, so there are a few distributors and producers who are constantly trying to 'strike it rich' through production of pictures abnormally emphasizing sex and crimes without regard to the accepted code," said Hissong.

"Producers with concern for the making of fine pictures and the maintenance of their legitimate profit look to existing laws and make movies with the legal limitations in mind," he added.

Hissong's opponent in the debate was Senator Charles Mosher, Republican, Oberlin, O., who led the fight against censorship in the legislature. He has introduced a bill to abolish all censorship. Said Mosher, "The extent of willingness to accept censorship, this false reliance on the 'protection' of bureaucratic authority in a field so largely concerned with ideas and ideals, is cause for grave concern. Where freedom of expression is curbed on one point, it is seriously threatened on all points. I believe that the motion picture is, in fact, a medium of expression in the same degree as are newspapers, magazines, books, radio and television. And all are certainly entitled to the same degree of freedom from prior restraint. The constitutional guarantees apply to all of them equally."

Also on the censorship front, showing of "The French Line" in eight Columbus neighborhood theatres caused The Columbus Dispatch to warn the industry that "sooner or later this unrestrained showing of unsuitable films is certain to arouse calls for an even more stringent brand of censorship."

"A moderate law, such as the Legislature doubtless will consider, can continue to protect the Ohio public from objectionable films, and worse," said the Dispatch. "And it will serve also to stave off the ironclad type of censorship of the kind that no one wants to see established," concluded the editorial.

Robert Wile, secretary, Independent Theatre Owners of Ohio, in commenting about the "remarkable business" done by "The French Line" in Cincinnati, Dayton and Columbus said that the cut version being shown is not objectionable, "although the ads are quite objectionable."

"Word of mouth is likely to hurt rather than help this picture," said Wile. "RKO's cooperation in releasing only the cut version is appreciated. There can be no objection to this, although the Legion of Decency still has the picture on its condemned list. If we were to show it to a legislative committee, the reaction is likely to be 'What's all the noise about?' "

(Continued on next page)

Ohio Censorship

(Continued from preceding page)

Wile, in a bulletin to Ohio theatremen, objected to a statement by Governor Frank Lausche in his inaugural speech in which the chief executive said a "certain number of members of the film and book industry have clearly demonstrated their unwillingness by self-restraint to protect our society" and constitute "a grave menace."

"We object to being classified as a menace under any circumstances," said Wile. "There are some independent distributors who have attempted to capitalize on the court decisions recently won. We hope that the Governor was referring to these people and not to any exhibitors. Nothing said here should be interpreted in any way as a condemnation of those distributors, major and independent alike, who have observed good taste and judgment. Meanwhile, we again plead with every exhibitor to do nothing to offend good taste and propriety. This applies to your advertising as well as your screen."

Wile predicted that the recently-introduced Putka bill which gives more specific definitions for censorship bans will not get out of the referral committee to which it has been assigned. He said the disposition of the bill indicates that legislative leaders "don't know just what to do with it and thus shelve it." Wile said the definitions in themselves "are about as obscene as any picture could be and frankly, I doubt whether this bulletin could go through the mail if the bill were reprinted." The bill is co-sponsored by Representative Corkell, Republican, Ottawa, O.

Wile challenged the statement of Dr. Hissong that "we don't have trouble with pictures approved by the Production Code." Wile reminded Hissong that in a 10-year period the board had ordered cuts in some 400 code-approved films. The board also banned a number of code-approved movies, including "M," "Kiss Tomorrow Goodbye," "The Outlaw," and "Born To Kill."

Hissong said chief trouble came from the non-code pictures, which constituted 40 per ccent of films submitted to the board last year. Of that number, about 30 per cent were foreign-made. Hissong suggested that any new Ohio censor law might have a provision automatically giving approval to code-approved pictures. Mosher said he doubted whether the Ohio Legislature has the legal authority to order such an exemption. Mosher countered with a suggestion that the board itself give automatic approval to such films. He said such a practice might be challenged in the courts by makers of non-code films.

Hissong stated that Ohio's censorship standards have had a good influence on movie-makers Mosher retorted, "That makes censorship just 48 times as bad." He added, "When you censor films on moral grounds, you also censor social, economic, and political ideas."

Hissong declared Ohio censorship has stood the test of time. The now defunct censor law was passed in 1913. He said, "Limited control of movies is just as essential as other controls we have for meeting present problems of juvenile delinquency, crime, and low moral tone."

Mosher demanded proof that children in Ohio are different from children in any other state which does not have film censorship. Hissong said there are no "objective tests" to prove this. He contended parents want help of "the kind on which they can depend" in selecting good movies for the children to see. Mosher countered by citing lists of approved movies issued by the Legion of Decency, the National Federation of Women's Clubs, Parents' Magazine, and many other agencies, including newspaper reviews, which give guidance to parents.

Mosher declared that New York is the only censorship state still actively reviewing pictures. "We should go forward to join the rest of the union in freedom of expression." He predicted that eventually the U. S. Supreme Court will declare all film censorship unconstitutional.



William H. Beau, manager, Louis, Louisville, Ohio, recently ran a contest on Warners' "Dial M for Murder" with free passes awarded to those giving the correct answer as to who was the murderer. He is seen above in the lobby of the theatre.

Columbus

(Continued from preceding page)

Sr., manager, Rivoli, Toledo, O., for the past 33 years, and a native of Columbus, were shocked to learn of his sudden death following a heart attack. He started his theatre career as an usher in local theatres.

Farm Bureau Insurance Companies took over the Broad and Palace for closed-circuit television meetings. . . . Manager Walter Kessler, Loew's Ohio, staged a sneak preview of "Bad Day At Black Rock" on opening day of "Green Fire," attracting capacity business.

Prairie View Corporation, Chicago, has bought for about $300,000 the remainder of the leases on the East Drive-In, Shelbyville Road, and the West Drive-In, Dixie Highway, from Louisville Drive-In Theatres, Inc. Both leases run until August, 1966.

Robert A. Wile, executive secretary, Independent Theatre Owners of Ohio in a recent bulletin advises that "Besides censorship there are two other bills before the Legislature which have industry interest. One by Representative Miller, Cleveland, provides for daylight saving time throughout the state every summer." If this goes to a hearing, Wile says he will appear before the committee and oppose it. "However," Wile says, "We can do more through our allies in this fight such as the railroads, bus lines and air lines, the Parent Associations, and the farmers. The second bill would provide that Ohio State must have its football games televised and would expressly prohibit theatre television unless such telecast was also avilable in homes. Says Wile, "This one we will also appear against, particulary in the last clause. This would put the Legislature in the position of saying to Ohio State University that they must obtain a sponsor for such telecasts and that even if theatre television, should it be avilable, offered more money, that Ohio State must turn this down in favor of home television."

Ohio voters in November may be given a chance to legalize bingo in the state if the Ohio Legislature approves a bill introduced by Representative Anthony O. Calabrese, Democrat, Cleveland. His bill proposes a constitutional amendment to the anti-lottery laws so that bingo games for charitable, religious, or fraternal purposes may be allowed. The bill will be submitted to the voters if approved by three-fifths of the House and Senate. Calabrese sponsored a similar measure two years ago but it never received a hearing. Senator Robert R. Shaw, Republican, sponsored a similar bill two years ago, but it was killed in committee.

Norman Nadel, Columbus Citizen theatre editor, was a member of the press party flown from New York to Silver Springs, Fla., for the underwater premiere of Howard Hughes' "Underwater!" Nadel has also been seeing Broadway shows.

Robert Wile, secretary, Independent Theatre Owners of Ohio, announced the signing of T. E. Thompson, Mount Lookout, Cincinnati, as a new member of the association.

Loudonville

Robert Wile, secretary, Independent Theatre Owners of Ohio, announced the signing of Irving Mumper, Ohio, as a new member of the association.



Mara Corday, starring in U-I's "So This Is Paris," recently visited the company's Cleveland branch office while aiding the advance promotion of the film. P. F. Rosian, district manager, showed her some of the playdates on the picture in the area. From left to right are William Lissner, salesman; Carl Reardon, branch manager; Eddie Bergman, salesman; and J. Kenneth Levitt, city salesman.

NEWS OF THE Territory

Chicago

"Mlle. Gobette," a French picture with sub-titles in English, will be shown to adults only at the Ziegfeld starting Feb. 5.

Newly-elected Sheriff Joseph Lohman is taking a cool attitude toward the proposal to pin censorship on the five drive-ins and other theatres in unincorporated areas of Cook County, most of which are just outside the city limits. Lohman is a former sociology professor at the University of Chicago and would head a proposed five-man censor board. The censorship idea was sprung by William N. Erickson, chairman of the County Board's legislative committee, who announced the Illinois legislature would be asked to set up a censorship law. Sheriff Lohman holds that the best type of censorship is self-regulation by the industry itself and that "public authorities should proceed in a very restrained and cautious manner in censorship moves."

David J. Talbot, for 20 years chief electrical inspector and head of the examining board in projectionist applications, resigned. Ray Burgess is temporary successor. . . . Baseball moguls enjoyed 1954 World Series films at the Esquire. . . . Robert M. Weitman, ABC vice-president in charge of programming, stopped over on his way to the coast. . . . The Starlite Drive-In is taking advantage of the mild winter weather to remain open.

Stewart Cluster, Palace owner and operator, Marion, Ill., is constructing a 500-car drive-in near the city. . . . Ken Edgerly was named Paradise manager. . . .W. L. Davis modernized and relighted his Ohio, Golconda, Ill.

Phillip Dunne, son of the late Peter Finley Dunne, local creator of the witty "Mr. Dooley," came in on behalf of "Prince of Players." . . . H. Beck, Alton, Ill., and Charles Goldman, St. Louis, reopened the State, Alton, Ill., which had been closed since last April . . . Theatre owner Charles Lindau and his wife vacationed in Acapulco.

The International Photographers of the Motion Pictures Industries, Local 666, IATSE, elected Bertel J. Kleerup president at a biennial meeting here. Chosen as vice-presidents were Charles Geis, Robert Sable, and Floyd Traynham. . . . Leroy Brownlee, Lee owner, Carson City, Mich., died.

For the sixth consecutive year, Jack Kirsch, president, Allied Theatres of Illinois, Inc., has been called upon and accepted chairmanship of the theatre and amusement division in the annual fund raising drive for the Boy Scouts of America.

Don Hartman, Paramount chief, visiting here, "rehearsed" at lunch a make-believe speech for the Academy Awards. Two tables away, Milt Rackmil held a meeting with his aides, Universal-International studio employes on one side of the table and Decca employes on the other. He is president of both. . . . The Apollo, Princeton, Ill., managed by Robert Alger, installed CinemaScope.

Following the aims of Jack Kirsch, chief barker of Variety Club, to increase membership in the organization, the officers and directors decided on scheduling regular monthly meetings of both membership and directors. Installation of 1955 officers and directors will be held March 7 in the Congress Hotel. Arrangements for the affair are now in the hands of a committee headed by Nat Nathanson, first assistant chief barker.

The candidacy of Seymour F. Simon, theatre attorney, for alderman of the 40th ward, was formally endorsed by the board of directors of the Independent Voters of Illinois. In a letter of notification to Simon, the organization said, "This trust is placed in you with the conviction that you are not only ready to serve well in your own ward, but that you are anxious to fight for a city-wide program that will solve Chicago's pressing problems. We know from your brilliant record as an attorney that you are capable of becoming a vigorous, independent member of the City Council.

Robert L. Holbrook, lawyer of Marion, Ill., announced plans for the construction of a 500-car drive-in, to cost $100,000, near Marion. . . . James O'Riley and Joe McKay were named to the Kling Film Productions staff. . . . Pictures recommended by the National Parent Teachers Union will be shown by Stanford Kohlberg on Saturday and Sunday matinees at his newly opened Park Avenue Cinema, suburban Park Ridge, Illinois.

Rudy Berman, father of M. E. Berman, Orpheum manager, Springfield, Ill., died in his home at Los Angeles. He had been a theatre veteran in Aurora, Ill.

Irwin Joseph, widely known film man, and Mrs. Joseph have returned from a visit to Hallmark Productions, Inc., headquarters in Hollywood. Joseph distributes the Hallmark product in the Chicago and Milwaukee zones.

In cooperation with the Elks, the Marvel, Carlinville, Ill., owned by Mrs. Freida Paul, gave a free show for children, with gifts. . . . R. MacFarlane, United Artists manager, is dad of a new daughter. . . . Jonas Perlberg, veteran showman, wrote the Pope that he had exactly the same ailment, but got the best of it. He received an immediate reply in which the Pope said he, too, was improving. . . . John Balaban and Dave Wallerstein, B and K, were in New York for conferences. . . . Charles Lindau, theatre owner, and his wife vacationed in Mexico.

Dallas

Albert F. Sindlinger, business analyst for the recent COMPO tax repeal campaign, told 150 Bonham, Tex., merchants and civic leaders at a special banquet that better merchandising is the key to securing and retaining increased retail trade. Sindlinger was issued a special invitation to address all the merchants of the town as a result of a previous meeting with a small group of business leaders who were invited to hear the results of a six-month survey conducted by the Sindlinger organization for Colonel H. A. Cole's Bonham theatres. Sindlinger praised Cole for taking the lead in this campaign to create among prospective customers the desire to buy. The Cole theatres have undergone extensive remodelling, and air conditioning has been installed in addition to CinemaScope and other innovations which attract patrons for the theatre, who become potential customers for local stores. Bob Euler, manager, Bonham theatres, was in charge of all arrangements and introduced Sindlinger. Kyle Rorex, executive director, Texas COMPO, was introduced as a special guest.

Loretta Caldwell, switchboard operator, Frontier Theatres, Inc., is again at the board after illness kept her away three weeks. . . . Charles E. Darden, formerly with Associated Popcorn Distributors, has now opened his own popcorn supply company. The new company is known as Charles E. Darden Company and will handle popcorn, popcorn popping oil, and other related products. Also, Darden will operate the Service Warehouse Company. Space in the warehouse will offer storage space for others in the popcorn business. Christine Vicic,



William Perlberg, second from right, is seen in Chicago with prominent theatremen Harry Lustgarten and Dave Wallerstein, both at left, during his recent tour with co-producer George Seaton to promote Paramount's "The Bridges at Toko-Ri" and "The Country Girl." At far right is Paramount branch manager J. H. Stevens.



MGM's Ticket Selling Workshop in Denver, the fourth in the series, drew more than 250 exhibitors, circuit and independent theatre owners, managers, and other representatives at the Cosmopolitan Hotel. Seen, in the usual left to right, top to bottom order, are an overall picture of the gathering in the ballroom of the hotel; Pat McGee, head, Cooper Foundation, introducing MGM's guests from California, George Murphy and John Ericson and his wife; Emery Austin, with seven of his field division and press representatives, from left to right, Alan Wieder, Portland and Seattle; Robert Stone, Des Moines and Omaha; Ted Galanter, western division head; William Blake, San Francisco; Ivan Fuldauer, midwestern division head; Howard Herty, Los Angeles; Norman Pyle, Chicago and Austin; Bill Allison, Parker Theatres, Dalhart, Tex.; Sam Dunevitz, Park, Denver; J. C. Parker, Mission, Dalhart, Tex.; Kelly Crawford, Allen Circuit, Farmington, N. M.; Bill Taggert, Skylite Drive-In, Delta, Colo.; and Russell Allen, Totah, Farmington, N. M.; L. J. "Bill" Williams, Union, Mo., who was on the panel representing small town theatre managers; Al Reynolds, manager, Claude Ezell Associates, also on the panel representing drive-in theatres; and Tom Ribble, Star Drive-In, Albuquerque, N. M.; Norman Benta, Rialto, Casper, Wyo.; Everett Allen, Rialto, Casper, Wyo.; Bill Simon, Princess, Del Norte, Colo.; Leland Feitz, Alexander Film Company, Colorado Springs, Colo.; Frank Clinebell, Alexander Film Company; Pete Laney, Rialto, Casper, Wyo.; W. H. Sternberg, III, Midwest Amusement Company, Scottsbluff, Neb.; Charles Gilmour, Gibraltar Enterprises, Denver; W. C. Boston, Midwest Amusement, Scottsbluff, Neb.; Vern DeBolt, Midwest Amusement Company, Scottsbluff, Neb.; Paul Anderson, Grand, Rocky Ford, Colo.; Phillip Heil, Valley, Fowler, Colo.; not identified; Don Cornwall, Glen, Glenwood Springs, Colo.; and Sam Wormus, Rialto, Loveland, Colo. Mike Simons, MGM customer relations head, was moderator and one of the principal speakers. All present indicated that MGM was rendering exhibitors a great service with the Workshops.

who has been with Darden for the past 14 years, will continue with him in the new operation.

The father of K. Williams, exhibitor with theatres in Oklahoma and Arkansas, passed away in Oklahoma City at the age of 102 years. . . . The Rialto had a real live baby elephant out front for the first three days running of "West of Zanzibar." . . . Jean Wood Spoonts, formerly with Phil Isley Theatres, has a new son named Stephen Andrew. . . . Scotty Davis, clown with Clyde Beatty circus, and Jack Harrison, with Gil Gray circus, appeared in the lobby of the Majestic during the afternoon and evening of opening day in conjunction with "3 Ring Circus."

Visitors on the Row include Al Mortenson, Houston, Tex.; Harry Paul, Atlanta; Hershall Miller, Grand Prairie, Tex.; Tad Gould, Fort Worth, Tex.; Bob Vought, Dayton, Tex.; Tommie Hall, Ballenger, Tex.; and Roland Duus, Coleman, Tex.; Mrs. Frank Nelson, McCamey, Tex.; and Lynn Smith, Sr., Gonzales, Tex.

A five-alarm fire destroyed the Airway, northwest Dallas, causing damage estimimated at $40,000. The blaze was discovered at 12.42 a.m. Two firemen were burned. Origin of the fire is undetermined. The property is owned by Joe F. Balisteri.

Jack Farr, president, Texas Drive-In Theatre Owners Association, announced at the recent board meeting that basic plans for the three day convention to be held at the Hotel Adolphus, March 9-10-11, which will include attendance at an MGM exhibitors' workshop, had been made. Tim Ferguson, Al Reynolds, and Charles Weisenberg have been named to head committees in connection with planning and arrangements. J. B. Ray, Woodward and Tiernan Printing Company, St. Louis, spoke and presented certain plans for furthering the "Fan Promotion." Ed Green presented his ideas and proposed an organization to screen pictures and give them a fair rating, which would serve as a guide for members of the association. It was stated that if only 80 per cent of the group cooperated, then it could be successful for everyone. The following board, members and guests were present, Dub Blankenship, Lubbock; Skeet Noret, Lamesa; Weisenberg, here; H. L. Durst, Fredericksburg; Gene Muller, San Antonio; Arthur Landsman, San Antonio; Ferguson, Grand Prairie; Don Douglas, here; S. K. Barry, San Antonio; Ed Green, here; Frank Bradley, here; Arch Boardman, here; and Ray.

Denver

Westland Theatres, Inc., will build a new drive-in at Grand Junction, Colo., Luther Strong, general manager, announced. With a 500-car capacity and equipped for CinemaScope, etc., it is expected the spot will be ready for an early summer opening. Meanwhile, residents planned to circulate a petition against building the drive-in in the area.

Robert F. Lotito, manager, Denham, has been named "Young Man of the Year" by the Denver Junior Chamber of Commerce for his "outstanding contributions to community and state civic and charity drives, for his work with Jaycee activities and general leadership and service to Denver." Born in Denver, Lotito is 29, graduated from the University of Denver, managed several theatres and was in other work as well. The award was made by Mayor Quigg Newton, a former winner of the Jaycee award.

Ann Francis, star of "Bad Day at Black Rock," was here to help in the publicity for the film, which opened at the Orpheum. She made numerous radio and television appearances, officiated at an autograph party, and was interviewed by reporters for both dailies. . . . The Ogden has been sued for

$50,000 by a passer-by who says she was seriously injured when snow and ice, which fell from the marquee, struck her.

Ann and Stanley Dixon have taken over the Motor-Vu Drive-In, Dekta, Colo., from Max Storey. . . . H. H. Greenblatt, New York, general sales manager for RKO, was in for conferences with Al Kolitz, district manager, and Bill Hobson, branch manager. . . . Robert Strauss was in assisting on the publicity for "The Bridges at Toko-Ri," in which he appeared. Strauss was kept busy doing radio, television and other appearances during the day. . . . John Griffith, newly acquired son-in-law of Basil Smith, theatre owner, has been made manager, Mesa, La Junta, Colo.

Mr. and Mrs. Sam Rosenthal, owners, Bison, Buffalo, Wyo., and sons Frank and Fred are vacationing in Las Vegas, Nev. . . . Seen on Film Row were Mr. and Mrs. R. D. Ervin, Kremmling, Colo.; Mrs. Joe Malouff and son Louis, Antonito, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; Miss Marie Goodhand, Kimball, Neb.; Bernard Newman, Walsh, Colo.; and Paul Allmeyer, Idaho Springs, Colo.

Des Moines

A bill to give township trustees the right to license drive-ins was introduced in the Senate of the Iowa Legislature by C. E. Stewart, Rose Hill. The bill is an aftermath of a recent state Supreme Court decision which held the township trustees did not have authority to license drive-ins. The Supreme Court case involved a drive-in located near Charles City.

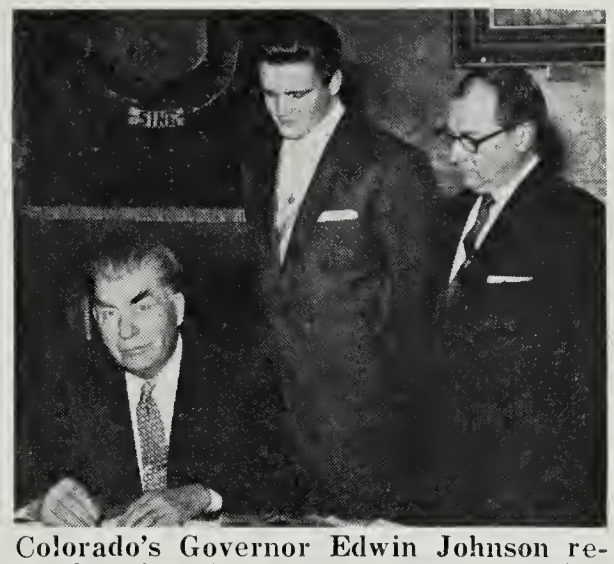
Carl Hoffman has been named as manager, Omaha, Omaha, Neb., by Tri-States Theatre Corporation. Hoffman succeeds Ted Emerson, who has retired from show business after more than 30 years.

William Guthrie has reduced his adult admission prices at the Dows, Dows, Iowa, dropping it from 50 to 35 cents in an effort to increase attendance. . . . Harold Sutphin, MGM booker, hospitalized at Mercy Hospital, received a television set from friends along Film Row. . . . Eph Rosen is serving as acting manager, MGM, during the illness of Gerry McGlynn. . . . Gordon Atland has closed the Earl, Earlville, Iowa.

Kansas City

L. J. Krimbriel, manager, Missouri Theatre Supply, and Mrs. Kimbriel have returned from a two weeks trip to Mexico. Several days were spent in Mexico City taking in the bullfights and horse races. . . . Bob Herrell, United Film Exchange, is on a business trip to western Kansas. . . . Foster Blake, U-I western division manager, was a visitor at the local exchange.

Mrs. T. H. Slothower, owner and operator, several theatres in Wichita, Kans., has left for Tucson, Ariz., where she will spend the rest of the winter. . . . Richard Brous, Fox Midwest Theatres, was elected president, Motion Picture Association of Greater Kansas City. Clarence Schultz, Consolidated Agencies,



Colorado's Governor Edwin Johnson recently signed a proclamation saluting exhibitors of the state and declaring January "Go to the Movies" month. John Ericson, star, MGM's "Bad Day at Black Rock," looks on, as does Emery Austin, MGM exploitation head, who came on from New York to attend the ceremony in the Governor's office.

was elected first vice-president; Ralph Amacher, United Artists, second vice-president; William Gaddoni, MGM, secretary; and Ed Hartman was renamed treasurer.

M. A. Levy, 20th-Fox division manager, conducted a sales meeting at the Hotel Muehlebach. Announcement was made at the meeting of the appointment of George Regan, salesman, as branch manager, Omaha. Regan has been with the company since 1938 starting in as shipping clerk and working his way through the ranks.

Visitors on Film Row were Glen Jones, Gravois Mills, Mo.; Curley Wilson, Excelsior Springs, Mo.; Ben Adams, Eldorado, Kans.; Bill Branfield, Carthage, Mo.; and Glen Hall, Cassville, Mo.

Arthur A. Jacobson, who has many friends here, and is former branch manager, National Screen Service, Washington, recently underwent surgery and is recuperating at Sibley Hospital, Washington.

Los Angeles

In Hollywood, Gidney Talley, San Antonio, owner, "Bob and Sally"; Floyd Lewis, Sherman Oaks, Cal., owner, "Street Corner"; Irwin Joseph, Chicago, owner, "Because Of Eve"; and Kroger Babb, owner, "Mom and Dad," held their second annual meeting at Babb's offices. The four hygiene films are in a pooled distribution arrangement, and the four showmen plan production of a new roadshow attraction this year.

Minneapolis

Minnesota Amusement Company recently had a grand opening for its Empire, Grand Forks, N. D., formerly the Paramount, which was completely remodeled. Improvements include a new lobby, front, sign, and CinemaScope equipment. House did not close during the renovation. . . . Work has begun on the complete remodeling of the Gopher, independent loop house. Project, which will include the installation of new carpets, will cost about $75,000.

Variety Club of the Northwest had its annual dinner and report to members at the Nicollet Hotel. Principal speaker was George Hoover, international chief barker. Governor Orville Freeman of Minnesota and his wife were guests. . . . Marilyn Johnson is the new clerk, 20th-Fox, and Donna Stinson is the new booking stenographer, Paramount. . . . Chick Even, 20th-Fox midwest exploiteer, was in for "Prince of Players."

Burtis Bishop, Jr., MGM midwest sales manager and captain of the company's 1955 Motion Picture Celebration drive, was in. . . . Ben Fish, representative, Samuel Goldwyn Productions, was in.

Recent out-of-town exhibitors on the Row were Norman Zimmer, Howard, S. D.; Robert Hodd, Abbottsford, Wis.; Leo Molitor, Supior, Wis.; Paul Perrizo, Blue Earth and Winnebago, Minn.; Lawrence Wiesner, Cannon Falls, Minn.; A. Johnson, Galesville, Wis.; M. Sembauer, Montgomery, Minn.; and Clarence Kaake, Duluth, Minn. . . . Ralph Banghart, RKO exploiteer, was in for "Americano," which opened at the State, Minneapolis, and Rivera, St. Paul, and for "Underwater" which plays the Orpheums in both Minneapolis and St. Paul opening Feb. 9.

Hal Perlman, U-I exploiteer, was in for "Destry," which will play at both Orpheums Feb. 2 and "Six Bridges to Cross," also at both Orpheums. . . . Claire Barton, district manager's secretary, MGM is engaged to Lloyd Schneider. A fall wedding is planned. . . . Miner Amusement Company sold the Lake, Chetek, Wis., to John Mowry, formerly operator, Falls, River Falls, Wis. . . . Cal Nygaard, general manager, Home Theatres circuit, has taken over the film buying and booking for the circuit and has opened offices in the Loeb Arcade in the Minneapolis loop.

Kroger Babb, Hallmark, will fly in to handle the campaign on "Karamoja" and "Half-Way To Hell," set to open at Fox's Palace, slated to open March 6.

Milwaukee

Oliver Trampe, chief barker, Variety Club of Wisconsin advises that the club has now secured quarters in the South Room of the Schroder Hotel. A general membership meeting and dinner was held at the Miller Brewery. Noon luncheons will be held at the club quarters on three Mondays in February, 7-14-28.

Variety Club is inaugurating the Foote System to establish the permanent drives for the Heart Fund. Ben Marcus, S and M Circuit, has donated space in his offices to handle this venture. . . . Ray Smith's mother died at 89 years of age. Ray is one of the pioneer theatre equipment exchange operators in this territory. . . . Valentine J. Wells was appointed executive secretary, motion picture commission. . . . Ben Siegel, Selznick Releasing Corporation, New York, visited with Benny Benjamin, Screen Guild, who is handling Selznick's "Duel in The Sun" for this territory.

Ben Marcus and Hugo Vogel made a hurried business visit through the east

in connection with viewing the new drive-ins. . . . Merle Miller, May, Mayville, Wis. advises that he is installling CinemaScope in his theatre. . . . Bill Ainsworth, Shawano and Mauston, was on Film Row.

The Bay, south side Milwaukee, closed for some time, was reopened by Regan and son, projectionist. This theatre was formerly operated by the Standard Theatres Management. . . . Harry Riskin, shipper, 20th-Fox, just returned from a vacation.

Oklahoma City

Frank Nordean has sold the Arcadia, Maud, Okla., to Alex McKinney. . . . Lila Gist has sold the Ritz, Fairland, Okla., to Albert Turtlelott.

Moving Picture Machine Operators Union 380 held an election of officers. Bert Bell, Harber, was elected president; W. R. White, State, vice-president; Berlin Parks, Tower, secretary; Alva Lyons, Harber, treasurer; and Kenneth Lyons, Criterion, business agent. . . . Morris Loewenstein, former head, Theatre Owners of Oklahoma, and Sam Brunk, past chief barker, Variety Club, were commissioned colonels by Governor Murray.

Al Kane, division manager, Paramount, Dallas, visited in Oklahoma City. . . . Dave Speake, booker, Paramount, has a new Plymonth. . . . The Variety Club had installation of officers, followed by a dinner dance in the Persian Room of the Skirvin Hotel. George Hoover, international chief barker, performed the ceremonies. . . . Elsa Jane Scott, daughter of Lanora Scott, cashier, U-I, is in the hospital for observation. . . . Hugh McKee, office manager, U-I, was in New Orleans attending a bookers meeting.

Portland

Two new theatres are to be constructed in Oregon. Mrs. Lena McKevitt, Newport, has announced plans as has Jack Boydston, Waldport. . . . Drive-in operators are making plans for March openings. . . . Film Row state visitors booking and buying included Todd Nelson, Mortorvue, Lebandon; R. E. Douglas, Santiam and Sweet Home; Lloyd Wood, Cloverleaf, Sutherlin; Earl Baltazar, Pacific, Reedsport; and Mr. and Mrs. M. E. Ritter, Florence.

Leah Holt, wife of Archie Holt, U-I salesman, has been signed to play the Paramount organ. M. M. Mesher reports the program will be broadcast over KWJJ starting Feb. 6. . . . Cleo and Willie Morelock have dissolved partnerships. Cleo will operate the Morelock Drive-In at Cottack Grove, Ore., and Willie will run the Arcade and Diane. . . . Al Adams, Palace, Silverton, Ore., has installed CinemaScope and stereophonic sound.

Dave Nelson, John Hamrick theatre auditor, was in from the Seattle office.

St. Louis

Dick Edge, Hallmark publicist, has been transferred from this area to Ohio.

Pete Medley, Sikeston, Mo., and his wife will fly to Cuba to spend a month on that island as an early celebration of their 25th wedding anniversary which takes place on July 1. . . . Lester R. Kropp, president, Missouri-Illinois Theatre Owner, and co-general manager, Fred Wehrenberg Theatres Circuit, and his wife, Nellie Kropp, will depart for a Florida vacation.

Howard Alperson, manager, Fanchon and Marco-St. Louis Amusement Company, has returned home after being hospitalized by illness. . . . An MGM Workshop is to be held at the Chase Hotel here on June 6. . . . Art Hosier, St. Louis Theatre Supply, is a grandfather and is very proud of his granddaughter, Susan Marie Stolz, born at the St. Joseph Hospital, Alton, Ill. The mother, Mrs. Tony Stolz, is the former Sue Hosier. . . . Leo Keiler, president and general manager, Columbia Amusement Company, Paducah, Ky., and Mrs. Keiler will go to Japan in the next few weeks for a vacation of some weeks duration. . . . Hall Walsh, Southern Prairie district manager, Warners, was in Kansas City.

Out-of-town exhibitors seen along Film Row during the past week included Loren Cluster, Salem, Ill.; Charley Beninardi, Carlyle, Ill.; Eddie Clark, Metropolis, Ill.; Paul Stehman, Winchester, Ill.; A. B. (Jeff) Jefferis, Piedmont, Mo.; Otto Ingwersen, Montgomery City, Mo.; Mrs. Catherine Beckemeyer, Trenton, Ill.; William Collins, DeSoto, Mo.; Shelby Vaughn, Salem, Ky.; Judge Frank X. Reller, Wentzville, Mo.; Bernard Temborius, Breese, Ill.; Albert Smith, Nashville, Ill.; Hugh Graham, Starlite Drive-In, Salem, Mo.; Mrs. Regina Steinberg, Madison, Ill.; Clyde Metcalf, Edwardsville, Ill.; Russell Armentrout, Louisiana, Mo.; Tom Edwards, Jr., Farmington, Mo.; Kenneth Hirsh, Pacific, Mo.; and Izzy Wienshienk, district manager, Publix Great States, Alton, Ill.

Fanchon and Marco-St. Louis Amusement Company has reported plans to develop 177 acres of ground in the Overland section of St. Louis County, with residences and a 10-acre shopping center, with buildings to total some 75,000 square feet of shopping floor space, and a parking area for 500 automobiles.

Gordon Halloran, manager, 20th-Fox, and his salesmen, Joe Feld, Arthur McManus, Bob Cohun, and Cliff Mantle, were in Kansas City for a division sales meeting at the Muehlbach Hotel there. M. A. Levy, Minneapolis division manager, presided. . . . The anti-trust suit of the St. Louis Amusement Company versus Columbia, Loew's, Inc., and Loew's Dayton Theatre Corporation, was passed in Federal Judge George H. Moore's court for a week because counsel for the plaintiff had to serve as pallbearer for a close friend.

James H. Arthur, general counsel, Fanchon and Marco-St. Louis Amusement Company, was in New York for a committee meeting on the motion picture industry's campaign in opposition to toll-TV. He is secretary of the subcommittee. . . . The second Cinerama feature, "Cinerama Holiday," will open its St. Louis engagement at the Ambassador on Feb. 21.

G. D. Haskins advises that he is sole owner and manager, Autovue Drive-In, on Highway 25, one and one-half miles south of Malden, Mo.

Salt Lake City

P. A. Speckart, associated with local theatre business for many years, announced his resignation as manager, Tower and the World Playhouse. Speckart has retired in order to devote more time to other business pursuits. Tania Karol has been named manager of the two theatres, succeeding Speckart.

Exhibitors on Film Row were H. D. Jorgensen, Main, Rigby, Idaho; Deward Shiner, Main and Vernal, Vernal, Utah; E. M. Jackson, Plentywood, Mont.; Mack Nicuum, Gaiety, Ronan, Mont., enroute to a California vacation. . . . Bob Loftus, formerly assistant shipper, 20th-Fox, is now assistant booker, U-I.

Barbara Burns, secretary to Bus Campbell and Russ Dauterman, Associated Film Exchanges, will be married on April 23 to Barry Berg. Berg is employed on Film Row by The Wycoff Company. . . . Carole Casper, drama student at the University of Utah and stenographer at Allied Artists, is currently appearing in the Young Peoples Theatre.

San Antonio

Staff members at the Empire have been having lots of fun with a sign which has been placed in the lobby that reads, "We give $15 for 1945 pennies." Dozens of excited patrons have been charging up to the cashier or into the manager's office and asking if its on the level. It's then explained to them that 1945 pennies amount to $19.45. . . . Mack Holstein, United Artist's representative from Dallas, was in for a brief visit. . . . Edward G. Edwards, head booker, Clasa-Mohme, is a proud father again. It was his fourth son.

Anne Francis was in, in conjunction with the local showing of "Bad Day at Black Rock," MGM release at the Majestic. . . . The Roxy Drive-In is now featuring "buck night" every night. . . . Rodney Kempf, formerly assistant manager, Empire, operated by Trans-Texas Theaters, Inc., has joined the Marines. . . . W. Burl Lovelace, Allied Artists representative, Dallas, was in calling on local exhibitors.

San Francisco

Jack Thomas, local and Los Angeles Hallmark distributor, has been awarded Kansas City and St. Louis exchanges also. Thomas has employed Pat Patterson, veteran road-show field man, to head up the local distribution for him, and has named Claud Morris, former MGM and Selznick publicist, to handle Kansas City and St. Louis supervision.

Seattle

Bob Walker, Allied Artists salesman, is covering Bellingham, Wash., and points north. . . . The Rainier, Rainier, Ore., has just installed a new Walker screen and anamorphic lenses through National Theatre Supply.

NEWS OF THE Territory

Boston Crosstown

The personal appearance of stars Tony Curtis, George Nader, and Claudia Hall at the world premiere of U-I's "Six Bridges To Cross" caused a near riot at the Keith Memorial, when more than 5,000 teenagers stormed the inside and outside of the theatre. Extra police were detailed to the scene during the first scheduled appearances of the star when Tony Curtis was signing autographs in the inside lobby. He was so mobbed that the management refused to allow him to appear for the two later autograph dates. Instead, he and the other two stars addressed the audience from the comparative safety of the stage. Even from this vantage point, the stars might have been mobbed had it not been for the extra police precautions taken by the management. Ben Domingo, manager, claims that the opening day's gross was $8,000, a new weekday record for the house with the only exception "The Robe," which played a year ago at upped prices.

Five bills pertaining to the industry have been filed in the House. Bill 718, petitioned by Joseph Wisniowski, Chicopee, regulating the further use of cinematographs for public exhibition, asks for the presence of two licensed operators in the booth and is the same bill that was filed a year ago which died in committee. Bill 934, petitioned by Mayor John B. Hynes, would require special licenses for operators of motion picture machines in churches, schools, and public institutions upon application of a fee of three dollars. Bill 1204, petitioned by Eileen M. Hogan, would prohibit the storage or distribution of nitrate motion picture film for public exhibition. If this bill were passed, it would outlaw any nitrate film entering the Commonwealth. Bill 1692, petitioned by Edward Lider, would have the age limit for licensed projectionists lowered from 21 years to 18 years. Bill 1701, petitioned by Frank C. Lydon, asks for an amendment to the cinematograph law which would strike out the existing regulations regarding the use of nitrate films, to apply only to cellulose acetate or slow-burning films.



George Nader, participating in the record comprehensive personal appearance campaign in connection with the Boston world premiere and New England territorial saturation of U-I's "Six Bridges to Cross," is seen in Boston recently with. standing, left to right, Harry Zeitz and Morton Zeitz, Zeitz Brothers Circuit; Ed Scully, Pittsfield, Mass., exhibitor; and, seated, Nader with E. Myer Feltman, Boston U-I branch manager.

Independent Exhibitors, Inc., and Drive-In Theatre Association of New England, through executive secretary Ray Feeley, advised members of the meeting of National Allied's board to be held in St. Louis at the Park Plaza Hotel on Feb. 7-8 and Allied's second national drive-in convention to be held at an adjoining hotel, the Chase, on Feb. 8-9-10. Feeley stated "the most important topic to be discussed at the annual board meeting will no doubt be the implications of the producing companies using the medium of toll-TV and presenting their pictures to the American public. You need no extra amount of imagination to comprehend what will happen to the sub-run theatres of the country if toll-TV is allowed by the government and employed by the producing companies of Hollywood. This will be the ultimate in the exhibitors' long fight for existence in this business. This measure certainly would obliterate all other successes that Allied has accomplished to date and would mean the ruination of 75 per cent of the theatres in this country. As an exhibitor, you are therefore urged to attend the meeting and do what you as an individual can to bolster Allied's position in this fight which could very well be to a most disastrous finish without the cooperation of everyone."

Sunday Censors Under Exhib Fire

BOSTON — An appeal was filed by the Brattle, Cambridge, Mass., from a ruling of the Middlesex Superior Court upholding the validity of the existing Sunday licensing law. Brattle is contesting the right of the Commissioner of Public Safety to deny a license to show the Swedish film, "Miss Julie," on Sunday on the grounds that the law is unconstitutional. Judge Cahill, Middlesex Superior Court, upheld the present regulation of the Department of Public Safety.

Under the present law, all motion pictures which are to be shown on Sundays must be licensed by the city or town and by the Department of Public Safety. The Department has refused the application of Brattle to show "Miss Julie" on two Sundays in the spring of 1954, and has refused a similar application for a future Sunday. Attorneys for the theatre contended in the lower court that the licensing law is invalid under both the United States Constitution and the Massachusetts Constitution.

By its appeal, the Brattle has placed the question of constitutionality before the Massachusetts Supreme Judicial Court. It is expected the case will be argued before the Supreme Court early in 1955. Attorneys for the theatre are Peabody, Koufman, and Brewer, Boston, who cited a recent case in the Supreme Court of the United States striking down a New York licensing law which prohibited the showing of "sacrilegious" pictures as binding upon the Massachusetts court. Judge Cahill, however, upheld a demurrer filed by the attorney general alleging that the statute was constitutional.





Among those invited to meet David O. Selznick at a recent cocktail party at the Ritz Carlon Hotel by Joseph H. Levine, president, Embassy Pictures Corporation, Boston, were, left, seated, Fifi Harding, MOTION PICTURE EXHIBITOR area representative, and Mrs. Joseph Levine; and, standing, left to right, Arnold Eisen, Dan Finn, Joseph Cohen, Theodore Fleisher, Frances Greenberg, Seth Field, Winthrop Knox, Jr., Selznick, Joseph Liss, Levine, Benjamin Sack, Benjamin Williams, Newell Kurson, Al Daytz, and Samuel Kurson; and, on the right, seated, Frances Greenberg and Mrs. Levine; and, standing, Stanley Sumner, Robert Sternburg, Don Messenger, Herbert Higgins, Sam Seletsky, Daytz, Hy Fine, Selznick, Levine, Harry Browning, and Mickey Daytz. Future Selznick releasing plans were discussed.



E. Myer Feltman, U-I's Boston branch manager; Tony Curtis; Claudia Hall; George Nader; Joe Gins, U-I's district manager; and Jay Golden, RKO Theatres district manager, are seen at the RKO Memorial, Boston, opening of U-I's "Six Bridges to Cross." The picture was shot in Boston and had its world premiere there and in 150 dates in the New England territory. The visiting stars made personal appearances.

John Murphy and Ernie Emerling, Loew's Theatres, were in for the premiere of MGM's "Bad Day At Black Rock."

Lockwood and Gordon Enterprises has taken over the lease on the Westminster Playhouse, Providence, R. I., from Fred Rogers and Howard Levin. Closed for several years when it was known as the Victory, the Westminster was reopened on an art policy. The new owners, Lockwood and Gordon, have not as yet determined the policy of the operation.

Mrs. Norman Zalkind, wife of the owner, Strand, Fall River, Mass., suffered a severe fall, injuring her back, which will confine her for several months in the Turesdale Hospital. . . . Susie Heffner, third daughter of the Roy Heffners, Goodwill Award, was born recently.

At a testimonial dinner to five retiring members of the Department of Public Safety, Joseph Caplan, president, Local 182, projectionists union, presented each man with an initialed wallet with a card inside entitling them to honorary membership in the union. The retiring members are Rufus Bond, deputy commissioner; Roy K. Beaudry, supervisor of plans in the building inspection department; Patrick J. Healey, Neil P. Boyle, and Wallace C. Day, all in the building inspection department.

From Leominster, Mass., comes word of the death of Mrs. Rosina McElroy, 85, veteran theatre owner who owned the Plymouth at the time of her death. She is the mother-in-law of William Yeager, who handles the Plymouth.

Mel Safner, Woonsocket, Mass., exhibitor, now makes his office in the Bijou, which he took over. This is the house which was operated for many years by the late Fred Greene but had been closed since October, 1952. In the new Bijou deal with Safner are Michael P. Lapchinski and John Pirani, who are also associated with Safner in the Laurier. Pirani recently took over the Star, Pascoag, R. I., formerly operated by the late Leonard Richter.

Eliminations announced by the Bureau of Sunday Censorship included "Bali," (Deletions: Eliminate all scenes showing native women's bare breast exposure including carved wooden figures, in part 1) Republic. "Other Woman, The," parts 1 to 8 (Deletions: Eliminate scene showing Sherry holding torn negligee and stockings, in part 4). Fox.

Eddie Sokolowski, owner-operator, Royal, Lowell, Mass., was recently elected president, Lowell Lions Club, to serve for one year. The club's favorite project is a charity for the blind so that Eddie is planning to raise funds through his theatre for the "Eye Research" part of the drive.

H. E. Robinson, owner, Park, Southwest Harbor, Me., was in town looking over the equipment houses for possibilities of equipping with CinemaScope. . . . Robert Whitton, Opera House, Millbridge, Me., and Merle Gordon, Unity, Unity, Me., have both given up their leases and the houses are closed permanently.

Andy St. Ledger, operator, Bijou, Pittsfield, Me., is on his annual visit to Florida, with "Tink" Tinkham absorbing the managerial duties during his absence. . . . Sam Nyer, president, Nyer Theatre Company, Bangor, Me., stopped off last week en route to New York for a business visit.

For the first time in the history of the Paramount, the house opened its doors at 8 a.m. for the run of "Gangbusters," which had its world premiere at this theatre and at the Fenway, day and date. . . . An example of true New England conscience was demonstrated to Walter Heath, manager, Capitol, Hillsboro, N. H., when he opened a letter addressed to the manager. Inside were four one dollar bills and an unsigned letter reading, "I am returning four dollars which I stole over the years by lying about my age."

"Prince Of Players," 20th-Fox's CinemaScope presentation, had its second engagement in the country at the Astor. Top city and state officials were invited to a special performance of the film. Jordan Marsh Company cooperated with a huge window tieing in with the book written by a Cambridge, Mass., resident.

All entries in the "Profit and Prestige" contest for managers of New England Theatres, Inc., are in the hands of the final judging committee and the final returns will be announced during the month of February. From the wealth of exceptional material sent in by all the managers, the judges are in for a difficult time to deterime the top prize winners.

Mario and Henry Cicchese, owners, Victor, East Weymouth, Mass., donated the theatre for a benefit performance of an Italian film, "The Surge Of The Age." The show benefitted the Don Orient Home for elderly people in Revere, Mass., and was arranged through the Sons and Daughters of Italy, Lodge 278, East Weymouth. The entire staff at the theatre gave their services for the performance, including the projectionist Joe Danubil.

Ronald Baumberg, house manager, Metropolitan, for the past 10 years, has resigned to accept a position as sales representative in Connecticut and the fringe area of New York state for the Fruit of the Loom Company, dealers in men's underwear. "I'm simply transferring my interests from one type of shorts to another," Ronnie said, dryly. He has always worked under Max Nayor, managing director, Metropolitan. No replacement for him has been announced, but Mario Poto, assistant, continues on.

Phil Knapp, handling the exploitation and promotion for "Long John Silver," the first film of the new Distributors Corporation of America, was in town laying the ground work for the forthcoming campaign. The picture will be the holiday presentation at the Keith Memorial for the week of Feb. 22.



Loew's recently used this walking ballyhoo to herald the coming of Columbia's "Phffft," State and Orpheum, Boston. The girls paraded the downtown streets with signs spelling out the title, as shown, and then flipping the cards so that theatre and playdate lines appeared.

Film District

Embassy Pictures Corporation, distributors of "Gangbusters," the Terry Turner action film, has made up handsome scrolls to be presented to the chiefs of police in the first-run situations. The scrolls read, "The Phillips H. Lord 'Gangbusters' Award Of Merit is presented to Chief of Police — for his outstanding contribution to law enforcement." Each scroll is signed by Thomas H. O'Neill, president, Mutual Broadcasting Company and General Teleradio, Inc. According to publicist George Kraska at Embassy, the scrolls will be presented on opening nights at each first-run engagement amid fanfare and in the presence of local bigwigs and officials.

The MGM screening room has a new CinemaScope screen which is 11 by 7 feet. It was installed by Alec Tradd, Projection Equipment Company, and has an optical sound track. . . . Phil Engel, 20th-Fox tubthumper, arranged a private screening of "Prince of Players" for the authoress, Eleanor Ruggles, Cambridge, Mass., whose book has been on the best-selling lists. She invited 30 of her personal friends to view the film before its regular opening at the Astor.

Oscar A. Morgan, Paramount sales manager in charge of short subjects, newsreels, and special features, was in for conference with branch officials and circuit executives on the release of "VistaVision Visits Norway," the first VistaVision short subject.

New Haven

Crosstown

The Paramount was slated to be the local site of the first closed circuit telecast ever put on by an insurance company when the Farm Bureau Insurance Companies assembled their employees in 21 cities. During the program, which was to originate in Columbus, O., top company officials were to reveal plans for significant changes in the companies operations, geographical, organizational and otherwise.

Meadow Street

From various quarters information is that some of the drive-ins throughout the state will reopen the end of February or the first part of March. In addition to the established outdoor theatres, the new ones that are in the process of being built should be ready this spring. Others in the planning or drafting stages may also premiere before the end of 1955. . . . In the Bridgeport, Conn., area, with the reports that the E. M. Loew organization of Boston had purchased the Candlelight Stadium, it was announced that the Lockwood-Gordon interests have a site purchased and a permit to operate an outdoor theatre.

The Norwalk Drive-In has started with plans to remodel the snack bar into a deluxe concession, and it should be ready when the Lockwood-Gordon unit reopens for the season in the early spring. . . . Up in Middletown, Conn.,



Mara Corday, starred in U-I's "So This Is Paris," recently visited New Haven and is seen with Alec Schimel, U-I New Haven branch manager, and Irving W. Hillman, manager, Roger Sherman.

the Adorno's outdoor theatre is progressing with more gravel grading being made and arrangements for the erecting of the screen. This new theatre is reported due for an April opening.

Lou Phillips, Capitol Theatre Supply Company, has signed the contract to provide the equipment for the Old Mill Drive-In, Southington, Conn. This situation, started by P. DeFazio, has been turned over to the Connecticut Theatre Circuit. . . . Eddie O'Neil, Poquonock Bridge Drive-In planned on going to Florida. . . . The New Haven branch of United Artists finished in third place in the third lap of the Arthur Krim Drive and was making a determined effort to stay in the running in the fourth and last lap of the campaign. The final period is of a longer duration and local exhibitors can help the New Haven UA branch to make a good showing if they cooperate.

The Strand Amusement Company is operating on two changes a week instead of three in its Bridgeport, Conn., houses. . . . When Vaughn Monroe played the State, Hartford, Conn., the vaude attraction brought out tremendous crowds. . . . Glastonbury, Glastonbury, Conn., has shuttered. . . . The Crown, Hartford, Conn., is due to reopen in March after alterations are completed, according to manager Joseph Giobbi. Seating capacity will be 760 instead of 840, allowing for better seating. Other



Paul Newman, starring in Warners' "The Silver Chalice," recently visited with members of Stanley Warners' New Haven office, and seen, left to right, are Newman, Larry Lapidus and Elmer Hirth, bookers, and Max Birnbaum, Warners' branch manager in New Haven.

New Haven Fetes Taylor, Premiere

NEW HAVEN—Mayor Richard C. Lee presented Robert Taylor, star of "Many Rivers to Cross," with a proclamation honoring MGM's 1955 "Motion Picture Theatre Celebration" and setting aside the month of February as "Go to the Movies Month."

Taylor arrived from New York with a contingent of MGM studio and home office executives for the world premiere of his picture at Loew's Poli, the party consisting of Dan S. Terrell, home office publicity head; William Golden, studio publicist; and Arthur Canton, eastern division field press representative.

Shortly after his arrival, Taylor was interviewed by local newspapers and radio representatives of WHNC and WAVC, and more than 30 newspaper film editors and sports writers from nearby towns. Activities included an appearance on the WNHC-TV "Yankee Peddler" show, following which he appeared in the lobby of Loew's Poli to sign autographs. He was also honored at a luncheon attended by MGM and Winchester executives. A press cocktail party and buffet supper was held at the Taft Hotel, following which Taylor returned to the Poli for a stage appearance and was presented officially with the 1,500,000th gun manufactured by the Winchester organization.

renovations include air-conditioning, new screen, and sound improvements. . . . Strand, Hartford, Conn., had a sneak preview.

Ben Simon, former 20th-Fox branch manager, is reported in the market for the sale of his home. Afterwards, he is expected to leave for California to settle there. . . . Embassy, New Britain, Conn., had a blueberry pie eating contest on stage. . . . George Somma had some nice displays set up in his Republic branch for "The She Wolf." . . . Our condolences to Elmer Hirth, Stanley Warner Theatres, on the recent death of his dad. . . . Branch managers and others had a meeting on reports for the Will Rogers Memorial Drive windup and on bookings for "This Is The Army."

Barney Pitkin, RKO branch manager, was quite enthused in the Silver Springs, Fla., promotion which Howard Hughes had for "Underwater" and reported that good bally was being set up for the film when it has its playdates around Connecticut. . . . Hamilton, Waterbury, Conn., gave free panther masks to the first 300 kiddies at a youngsters show.

Connecticut

Hartford

Lou Cohen, Loew's Poli, used numerous downtown displays for "Vera Cruz." . . . Morris Keppner and Lou Lipman, General Theatres, Inc., West Hartford, Conn., and their wives will return early in February from a Miami Beach, Fla., vacation. . . . Bill Daugherty, Lockwood and Gordon Webb Playhouse, Wethersfield, Conn., is home from Miami, Fla.

Activity continues on the drive-in theatre scene. Two new corporations filed incorporation papers with the Secretary of State's office, Meadows Family Drive-In Theatre, Inc., Hartford, listing incorporators, Albert J. Bronstein, Attorney Bernard E. Francis, and Israel Bregman, all of Hartford; authorized capital, 100 shares in stock without par value; beginning business, paid-in capital of $1,000; and Summit Drive-In, Branford Hills, Branford, Conn., authorized capital stock, $50,000, incorporators, Charles M. Lane, North Haven; Irving C. Jacocks, Jr., and T. Holmes Bracken, both of Branford. The Meadows Family Drive-In will be the world's largest outdoor project, with car capacity for 2,010. Estimated cost is over the $500,000 mark. Unique features will include a modernistic six-lane cafeteria building, swimming and wading pools, first of their kind in an eastern drive-in, and extensive playground facilities, situated in two sections. The Bronstein interests also own and operate the East Hartford Family Drive-In, South Windsor, Conn. The Summit Drive-In incorporators are not newcomers to the film industry either. Lane at present owns and operates the New Haven Drive-In, North Haven, Conn., while Jacocks is owner and operator, Branford, four-wall situation in Branford.

The drive-in being constructed on Route 6A by the Ames Construction Company has been leased for 25 years to Perakos Theatre Associates, New Britain, Conn. The 850-car capacity unit will have a 100-foot CinemaScope screen, paved roads and ramps, as well as a four-lane cafeteria, snack bar, children's playground, and barbecue area. Peter G. Perakos, Sr., heads the Perakos circuit, operators of seven Connecticut theatres, drive-in and conventional.

Naugatuck

Frank Lynch, manager, Salem Playhouse, used some unique teaser newspaper ads for "There's No Business Like Show Business."

Newington

Walter Kordek, Newington, and officials of the Newington Police Department are going into their fourth year of a school children traffic safety campaign. Under the policy, Kordek each week provides the police department with free tickets for distribution to elementary school pupils considered by traffic officers to have best obeyed traffic rules during the preceding week. Each week's winners are announced in the Hartford, Conn., papers.

Norwich

Ed Lord, owner, Lord, and several other eastern Connecticut theatres, has leased the Baltic, Baltic, Conn., to Hartford theatremen Sol Karp and Mike Masselli for undisclosed terms. Karp formerly managed the Manchester Drive-In, Bolton Notch, Conn., for Bernie Menschell and John Calvocoressci, Hartford, Conn., while Masselli was manager, Plainfield, Plainfield, Conn., for the Menschell-Calvocoressci interests.

Massachusetts

Worcester

May Wynn and Robert Francis were in for personal appearances and a crowded publicity schedule arranged by Mike Stranger, Plymouth, in connection with Columbia's "They Rode West." Stranger, in acknowledging appreciation to theatres for their untiring efforts, stated he is convinced that much good will come from presenting in person, clean cut, educated movie individuals, to the people in the community, providing a wholehearted attempt is made through all mediums available to sell them as being just like the boy or girl next door or the lady and gent across the street; and providing the greatest effort is made to sell the film they are appearing in and the theatre, rather than far away Hollywood. Stranger's campaign had the stars picked up at Union Station by a promoted '55 Lincoln-Mercury and escorted to the Mayor's office by motorcycle police escort. Mayor James O'Brien greeted them and presented them with a "key to the city." Next they met the press, radio, and TV people at a Hotel Sheraton luncheon. Later they made three radio and TV appearances on three stations and a tape recording interview for another. Wynn and Francis in the early evening held a theatre lobby autographing session with star photos given away free. For street bally, Stranger had a western two-seater cavalry wagon, drawn by a beautiful pair of horses and appropriately bannered, traversing the town.

New Hampshire

Farmington

The Strand ran a special school matinee so students could see "Julius Caesar."

Rhode Island

Providence

The Castle, in the Mount Pleasant section, was recently the mecca for hundreds of children, when the management presented "Mr. Sweep" and his "Circus of Fun" show, on the stage. Songs, games, and prizes featured this special Saturday afternoon party which brought about much good will.

Vermont

Newport

Edward H. Harwood, manager, Burns, in a tieup with local merchants is running a photo contest in conjunction with the showing of "Rose Marie." This includes an all-expense paid trip to Boston for a weekend and tickets to see "Cinerama" there, plus tickets to a legitimate show and $20 in cash for incidentals. Prior to leaving, the "Rose Marie" local girl will be presented with a dozen red roses on the stage of the theatre and a red rose corsage to wear on the train. All entries must submit photographs to the theatre so they may be judged by the local merchants who have donated toward the weekend trip. The winner will be crowned "Miss Rose Marie of Orleans County." Harwood, incidentally, was chairman of the Variety Club's Heart Fund drive for Orleans County.

Governor Lauds R. I. Theatremen

PROVIDENCE — Speaking before some 50 Rhode Island theatre owners, operators, and managers, at a dinner held in the State Suite of the Sheraton-Biltmore Hotel, Governor Dennis J. Roberts commended the exhibitors "for their charity and hard work in promoting the March-Of-Dimes campaign" and for their efforts in rallying to the support of every worthwhile enterprise that benefitted humanity. He said, "Despite a busy schedule, you give of your time and efforts to guarantee the success of these worthwhile causes, and I, as governor, know that I speak for all Rhode Islanders when I say your tremendous work is sincerely and gratefully appreciated."

The dinner-rally, given by the Governor in behalf of the Infantile Paralysis Foundation, just one of several charitable and philanthropic endeavors that theatremen sponsor locally was attended by representatives from every theatre in the state.

Speakers included Louis A. R. Pieri, state chairman, who reported that Rhode Island stood first among all states in 1954, showing the greatest per capita increase in contributions. He attributed this directly to the efforts of the theatre owners, operators, and managers.

Joseph F. Nee, director of fund raising activities, National Infantile Paralysis Foundation, gave a brief outline of the progress that was being made with the new preventative serums. He, too, was generous in his praise of the activities of local theatremen.

Dr. James H. McLaughlin, head, State Board of Health, and president and treasurer, state Infantile Paralysis Foundation, in reporting a deficit exceeding $9,000 covering the past 12 months, indicated he "felt sure the theatre group would not only make up this deficit, but their efforts as proven by past performances would take us out of the red."

Present at the dinner in addition to local showman were Robert M. Sternberg, vice-president and district manager, New England Theatres, Boston; Larry Herman, Associated Theatres, Boston; John Harris, president, Ice-Capades"; Joseph H. O'Donnell, chairman, Providence County Chapter, Infantile Paralysis Foundation; G. Fred Aiken, MOTION PICTURE EXHIBITOR correspondent; and Albert J. Clarke, former Majestic manager, who operates a large commercial estate brokerage business.

Willard J. Mathews, Majestic manager, acted as chairman of the occasion in the absence of Edward M. Fay, who was recuperating in a local hospital following an operation. Fay has headed this drive for the past 18 years, ever since its inception. Mathews was ably assisted by Ed Kelly, assistant-manager at the Majestic.

Archibald Silverman, president, Strand Realty Corporation, operators, Strand, and next to Fay, the man longest in Rhode Island show business, was greeted by many friends at the dinner. Governor Roberts will again act as honorary chairman of the drive.

NEWS OF THE Territory

New York City

Crosstown

The Towne, Flushing, L. I., has been closed. . . . The new operator of the Rialto, Richfield Park, N. J., is Rialto Theatre, Inc. Harry Sherr is president as well as former operator. . . . Mr. and Mrs. Budd Rogers celebrated their 35th wedding anniversary. Rogers, industry veteran, is general sales manager, Selznick Releasing Organization, and a member of the board, U-I, as well as owner of his own independent film distributing company. On Feb. 24, Rogers will begin his 32nd year in the motion picture industry.

Morton A. Spring, first vice-president, Loew's International Corporation, left for a visit of MGM offices and theatres in Latin America. Mrs. Spring accompanied him, and they were joined by Maurice Silverstein, the company's regional director of Latin America.

Ralph Wight, manager, Westrex Corporation's Hollywood division, arrived for conferences with officials at Westrex headquarters.

Dr. John G. Frayne, engineering manager, Westrex Corporation's Hollywood division, and president, Society of Motion Picture and Television Engineers, arrived from the west coast to confer with Westrex officials and to attend meetings of the executive committee and board of governors of the society.

Wolfe Cohen, president, Warner International, left for London, France, Italy, and Germany, with probable visits to other of the company's European offices. . . . Oscar A. Doob, MGM's advertising-publicity department, sustained a broken shoulder in a taxi accident while vacationing in Nassau, Bahamas. He curtailed his holiday and returned to his office.

Robert Nashick, TV-radio contact, Loew's Theatres advertising department, resigned to become ad-publicity head, station WGBS-TV, Miami, Fla. His duties have been taken over by Terry Arnow and Ann Bontempo. . . . Gertrude Katz, Loew's Theatres advertising department, is recovering from an emergency appendectomy in Royal Hospital, Bronx.

Carol Rothenberg, daughter of Etta V. Segall, head booker, Allied Artists, was married to Dr. Sidney Holtzman, son of Mrs. Jacob Holtzman and the late Mr. Holtzman, Brooklyn, at Temple B'nai Israel, Millburn, N. J. A reception followed. Mrs. Holtzman was graduated from Weequahic High School and New Jersey State Teachers College, Newark. She was formerly a member of the faculty of Jefferson School, Union, N. J. Her husband is an alumnus of Ohio State University, College of Dentistry. He served as a captain in the army in Europe. After a wedding trip to the Virgin Islands, Dr. Holtzman and his bride will reside in Brooklyn.

Albert Dezel and George Rossman, Detroit; and Sam Kaplan, representative of Albert Dezel, Inc., Chicago, were in to attend the Favorite Films convention at the Warwick Hotel. . . . B. G. Kranze, general sales manager, United Artists, returned following a combined work and business trip to Florida.

J. Raymond Bell, public relations executive, Columbia, has been voted a member of the board of managers, Montclair, N. J., Hospital. He also was recently elected a member of the board of governors, Essex County Cancer Society, as well as a member of the executive committee of that organization.

Arnold M. Picker, UA vice president in charge of foreign distribution, returned from a Latin American tour, during which he attended the International Film Festival at Puenta del Este, Uruguay.

Roy M. Brewer, Allied Artists head of exchange operations, came in from the west coast and will establish his headquarters here.

Committee Urges Return of Will Rogers Scrolls

NEW YORK—Abe Dickstein, local distributor chairman, and Ray Rhone, local exhibitor chairman, 1954 Christmas Salute to Will Rogers Memorial Hospital, Saranac Lake, N. Y., last week urged that although the official campaign period is long ended, there are still many scrolls outstanding in the New York exchange area and all efforts must be made to get them in on or before March 1.

Area receipts from scrolls and special gifts as of Jan. 21 equalled $26,152.41. This compares with $26,936.40 for the entire campaign of 1953. When the large number of scrolls still to be returned from the area, it is certain that New York will go over its last year's figures by a good margin. But the wind-up period must be made, from now until Feb. 25. Every last scroll, every last dollar of contribution rounded-up should be returned to the hospital's national office, 1501 Broadway.

New Jersey

Newark

Frederick B. Dressel, who resigned from Stanley Warner here, where he was last manager, Capitol, for a much needed rest, has resumed work again as manager, Center, Bloomfield, N. J. . . . Clem Murphy, manager, Ritz, Elizabeth, N. J., is absent from his theatre due to illness.

Garret Voorman, manager, Oritani, Hackensack, N. J., will be out of his theatre for about a month, due to illness. . . . A bridal shower was given for Eddie Miller, secretary to Robert Deitch, advertising representative, Stanley Warner Jersey zone, on her forthcoming marriage. . . . Richard Baranowski, Stanley Warner contact department, became the proud father of a baby girl.

Edith Gill, Stanley Warner sound department, and Harriet Short celebrated birthdays. . . . Frank J. Damis, formerly Stanley Warner Jersey office, is vacationing in Miami Beach, Fla. . . . Carlo Francose, who was with the Stanley Warner office here, resigned to go into the air force.

Jerry G. Reiss, artist, advertising department, Stanley Warner Jersey office, announced his engagement and will be married some time in June.

New York State

Albany

The dual purpose of stimulating attendance by members and of recognizing the services performed by key women exchange workers lay behind the decision of Albany Variety Club to inaugurate a series of "Kings for a Day" dinners at Keeler's Restaurant. Branch managers present their Girl Fridays, with Jack Goldberg, MGM, leading off with Mrs. Catherine Shea. Mrs. Shea, long an MGM employee, was seated at the head table and received a pair of gloves from the appreciative Goldberg. . . . A break in the "King" and "Queen" pattern spotlighted Harold Gabrilove, president, RTA Distributors, and George H. Green, stationer, as "Kings." Gabrilove, graduate of Paramount managers' school in New York and former theatre manager in the Wilkes-Barre, Pa., area, was scheduled to carry Green across Green street. . . . Ray Smith, Warners manager, and his secretary, Mrs. Carrie Rodgers, were to be King and Queen on Jan. 31. Other pairs, according to Chief Barker George H. Schenck, will include Norman Jackter, Columbia, and Mrs. Ann Joyce; Nat C. Rosen, 20th-Fox



Spyros P. Skouras, center, president, 20th Century-Fox, recently accepted from Mayor Baranco, third from left, Queens and Nassau county zone manager, Skouras Theatres, a special scroll from the circuit commemorating the first anniversary of CinemaScope and hailing its stimulation of theatre business. The ceremonies were held at the film company's New York offices. Looking on are managers of Skouras Theatres in Queens and Nassau. Left to right are Ted Allen, Rivoli, Hempstead; John Endres, Calderone, Hempstead; Baranco; Skouras; Ted Rodis, Astoria, Astoria; Max Cooper, Cove, Glen Cove; and Frank Di Gennaro, Merrick, Jamaica.



U-I's recent sneak preview of "Six Bridges To Cross," RKO 86th Street, New York City, attracted a large group of company executives, industry leaders, as well as Tony Curtis, star of the film. Seen, left to right, are Jack Palance; Mrs. Palance; Charles J. Feldman, vice-president and general sales manager, U-I; Ray Moon, assistant general sales manager; Mrs. Feldman; Curtis; Adria Coe; and Milton R. Rackmil, U-I president.



The managerial and service staff of the Stanley, Jersey City, N. J., are seen in this recent photo taken in the lobby of the theatre. To the far right can be seen manager J. Daniels.

manager, and Winifred Allen and Norman Weitman, Universal-International, and Ethel Anameier.

Squaring away for the local industry's participation in the annual March of Dimes campaign were the three toppers: Alan V. Iselin, owner, Auto-Vision, East Greenbush; Norman Weitman, Universal-International branch manager; and Irwin Ullman, Fabian Theatres exploitationist. Iselin is chairman; Weitman directs Film Row solicitations, and Ullman has charge of collections among theatre personnel and of arrangements for activity by volunteer workers.

Brotherly pride glowed as Norman Jackter, Columbia manager, told local industry friends that his junior, 27-year-old Jack, was taking an important sales post in the Panama City offices of the company. A World War II veteran, Jack joined Columbia in 1948 as a booker. He served in Detroit, Milwaukee, Indianapolis and Washington, befor transfer to the home office two months ago. A student of Spanish during his four years in City College of New York, he probably will be given a South American assignment later. The Panama office serves three countries.

Callers included L. W. Schine, Schine Circuit, Gloversville, N. Y.; Joseph Liss, Stanley Warner district manager, Boston; Lou Green, Stanley Warner sound engineer, New Haven; and Mara Corday, starlet of "So This is Paris," Strand. Tom Harris, son of Bucky Harris, Universal-International drum sounder, handled the arrangements for Miss Corday. She visited local newspapers and radio stations for interviews and plugged the local film industry's March of Dimes drive.

Joe Miller, Menands Drive-In, expects to install CinemaScope before the spring reopening.

A valued friend of Variety, William Knightly, vice-president, Pepsi-Cola, flew International Chief Barker George C. Hoover here in his plane from Washington for Hoover's official visit to Tent 9 and attendance at its testimonial dinner for Charles A. Smakwitz, new Stanley Warner zone manager, Newark, N. J.

Every Variety Club, Tent 9 included, should employ the services of the Foote organization in raising money for their charitable projects, so Chief Barker George H. Schenck reported that International Chief Barker George C. Hoover, Miami, Fla., told local officers during an hour's confab on the local unit's affairs. Hoover reported that the Foote people had raised more than $400,000 last year for the Children's Hospital, Miami. They handle the campaign arrangements, prepare the literature, man the telephones, and care for other details, receiving a set fee for the job. This is not paid until the drive has ended. The amount is the same, regardless of the total raised. Tent 9 was to receive specific information from the money-collecting organization about its plan and probably would contract for the service in conducting the 1955-56 Camp Thatcher drive, Schenck said.

Nat Rosen, 20th-Fox branch manager, headed the local delegation to a district meeting in Boston, addressed by Glen Norris. Salesmen John Wilhelm and Clayton Pantages accompanied Rosen. . . . The area experienced a surge of Italian-picture promotion; Harold Strassman played and strongly advertised "Citta Canora" and "Fugitive in Trieste" at the Eagle, here, for a three-day first-run exhibition; John Capano screened two consecutive Italian bills at the State, Troy, N. Y.; Sidney Dwore presented "Taxi de Notte" and "Tormento" at the Cameo, Schenectady, N. Y., for two nights; Stanley Warner Delaware, presented "Bread, Love and Dreams."

Harold I. Tyler, owner, Delphia, Chittenango, N. Y., is serving his third year in the Assembly. The only exhibitor elected to the Legislature in recent years, Tyler also is engaged in the funeral directing, furniture and electrical appliance business.

Kingston

Modernized and remodeled Broadway has undergone a name change by Walter Reade, Jr., to the Community. Simultaneous with the brilliant premiere, Community became the top house. Kingston switched to the number two spot.

Schenectady

"John Wesley," produced in England by J. Arthur Rank and the radio and film commission of the Methodist denomination, was shown at Broadway Methodist Church following a family night dinner.



When heap big Injun wantum new moccasins, the shoe clerk has a bit of a problem, Jack Pardes, manager, Walter Reade's Park, Morristown, N. J., recently made the newspapers with this shot taken in a local shoe store as an interlude in the street ballyhoo staged for Warner's "Drum Beat."



Gus Nestle, manager, Wintergarden, Jamestown, N. Y., recently made a donation in a special silver chalice March of Dimes donation box in the lobby. The idea came from Warners' "The Silver Chalice," with the box erected in cooperation with the city chairman for the anti-polio drive.

NEWS OF THE Territory

Philadelphia

Crosstown

Jay Wren, city manager, Paramount, Theatres, has signed a three year contract as managing director, Sley's Viking. . . . William Goldman, head, William Goldman Theatres, left for Hollywood.

SW has sold the Model for $42,500, and the purchaser plans to alter the building for retail store purposes. Meanwhile, the circuit has reopened the New Palace.

Carl M. Beresin, son of Anne and Leo Beresin, announced his enagement to Connie Goldman, daughter of Bea and Harold Goldman, Melrose Park, Pa. A fall wedding is planned. The future groom is a dental laboratory technician, a graduate of the University of Pennsylvania, and at present serving in the army. Miss Goldman attended the Tyler School of Art.

Dante Theatre Company, already operating the Dante and the Bell, has reopened the Sherwood.

Harold Eskin is giving up the Bromley in April and it will be remodelled into a dance hall.

Philip Blaustein, 66, who at one time owned and operated a circuit of theatres in Trenton, N. J., died in Graduate Hospital. He is survived by a brother, Edward, and a sister, Mrs. Sadie Rosenblatt, Atlantic City, N. J. Funeral services were held from Morris Rosenberg and Son with burial in Har Nebo Cemetery.

Vine Street

Ulrik Smith, Paramount branch manager, has just finished making a trip in the interest of VistaVision. He visited 149 key city theatres in the Philadelphia exchange area, showed exhibitors by using various sized lenses, which he borrowed from competing theatres, and by changing ratio in actual screen demonstrations how to get a better picture.

David E. Brodsky has been reelected president, Downtown Jewish Orphans Home, for his fifth consecutive term. Brodsky, head, David E. Brodsky Associates, theatre decorators, has been active in the affairs of the home for many years. Other officers named include George Resnick, Michael B. Sacks, Mrs. Jennie Berschler, Mrs. Edythe Saks, William R. Fein, and Mrs. Esther Romisher.

Allied Independent Theatre Owners of Eastern Pennsylvania and Allied Motion Picture Theatre Service, Inc., have moved their offices to the Abbott Building, 201 N. Broad Street, Seventh Floor. The telephone numbers remain the same RI. 6-8048 and 6-8049.



George Nader, in Philadelphia recently for advance publicity on U-I's "Six Bridges to Cross," SW Stanley, was guarded by these Pinkerton men in a gag thought up by U-I publicist Milt Crandell.

His many friends welcomed Elmer Hollander back to the territory. He is now special representative for Distributors Corporation of America, whose first release is "Hunters Of The Deep."

DeLuxe Theatre Buying and Booking Service is handling the Shankweiler Drive-In, Orefield, Pa.

Walt Woodward, long known in the local area, has just helped organize Tent 33, Variety Club of Jacksonville, having resigned from the Miami, Fla., Tent to do so. He has been branch manager for the Jacksonville branch of Wilkin Theatre Supply Company for the last six years, but still has his home in Miami. He sends regards to all.

Mrs. Bea Formato, wife of the MGM district manager, Lou Formato, was confined to Jefferson Hospital.

Nate Milgram is moving his De Luxe Premiums and De Luxe Theatres Booking and Buying Service to 1237 Vine St.

District of Columbia

Washington

Arthur A. Jacobson, former NSS branch manager, underwent surgery and is recuperating at Sibley Hospital. . . . Steve Edwards, Republic exploiteer, home office, visited the exchange on business. . . . Jake Flax, Republic branch manager, was back on the job after brief illness.

Frank Gormley, Warners, booker, who met with an accident and suffered a broken ankle, is recuperating at home. . . . Charles Groff, Warners cashier, is beaming over being a grandfather for the first time.

Fred Sandy, Sandy owner, left for a business trip in New York. . . . Emleyn Benfer, Sandy, is on vacation in Florida. . . . Bertha Levy, Sandy cashier, has resigned and plans to take it easy at home.

All hands at MGM were delighted over the visit of actor John Erickson and wife Mildred Coury. . . . Eddie Kushner, MGM booker, visited the Durkee Circuit, Baltimore, Md., on busines. . . . Rudolph Berger, MGM southland division sales manager, left for Charlotte on business.

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John Smith, former owner, Perryville and Northeast, has taken back his theatres from Douglas Connelly. . . . 20th-Fox is happy over CinemaScope bookings by the Buck, Rising Sun, Md., and Wilbur Ware, Port Deposit, Md. . . . Sara Young, 20th-Fox, went to Boston after the death of her father.

Joseph Breechen, RKO branch manager, was in Baltimore, Md., on a business trip. . . . Audrey Miller, RKO, celebrated her 21st birthday.

Florence Carden, AA, had a minor operation on her toe. . . . Al Wheeler, AA, visited the home office. . . . John Durvin, Stratford Pictures, was a visitor at the AA exchange. . . . Al Mark, AA, is a home office visitor.

VARIETY CLUB — The board of governors has appointed associate members Dr. Edward A. Cafritz and Milton S. Kronheim to serve in 1955 in an honorary capacity. . . . The club will again sponsor the Variety Club Mile Relay in The Washington Evening Star games. . . . Singer Eddie Fisher, who appeared at the Variety Club's 19th annual dinner dance to receive an award as Personality of the Year in show business, has donated $1,000 to the Variety Club welfare fund. . . . Alvin Q. Ehrlich, chief barker, Tent 11, has appointed Donald L. Hearn, Washington Daily News, to serve as Tent 11's local press guy. . . . The club had an open house party in the club rooms. . . . The ways and means committee, under the co-chairmanship of Frank M. Boucher, Phil Isaacs, and Jack Fruchtman, held its first meeting.

Theatre Group Pleads For City Tax Reduction

PHILADELPHIA — Another attempt by the Philadelphia Theatre Association to have City Council reduce the city admissions tax was made last week. This time the group asked Council to reduce the tax from 10 per cent to five per cent.

Al Sindlinger, market analyist, delivered an impressive statement of facts; Howard Minsky, eastern division manager, Paramount, said "Philadelphia's theatre business as compared to other tax free cities was poor. With business now picking up a bit, adjustment of the tax situation would be a big help." Lester Krieger, SW executive, said, "The city budget would not be affected by reduction of the tax as many more people would go and make up the difference by paying the smaller tax." He promised that any tax reduction by the city would be passed on to the public. Jerry Ford, University of Pennsylvania, representing other athletic endeavors, asked that the tax be eliminated entirely for sports events. Councilman at large Victor H. Blanc lead most of the discussion and was seemingly in favor of the reduction. The matter was taken under advisement.

Bill Levine, Warner, Cinerama, spent a weekend in New York with his family.

STANLEY WARNER — Claude Land, manager, Silver, was inaugurated president, Silver Spring Board of Trade. . . . Frank DeBari, projectionist, went back to work after being ill six weeks. . . . Almont Finke celebrated his sixth wedding anniversary. . . . Charles Fisher, Cinerama console operator, is spending two weeks vacationing in St. Petersburg, Florida. . . . Myron Michaels, projectionist, returned back to work after serious illness. . . . Ken Williamson celebrated his 19th birthday. . . . Goldie Murphy, cashier, went back to work after brief illness.

Fred McMillian, managing director, Cinerama, and Hariott Stem, publicity, returned from New York after attending meetings and viewing Cinerama's second production, "Cinerama Holiday." . . . Many local branch managers journeyed to Baltimore, Md., to attend a testimonial dinner for Lawrence Schanberger, formerly with Keith's there. The testimonial was held at Variety Club Tent 19. . . . Local B-13 held an executive board meeting.

COLUMBIA — Rosslyn Shore, operator, was rushed to the hospital from work with food poisoning. . . . Sally Meyers, bookkeeper, is mouring the death of her grandmother. . . . Sam Galanty, branch manager, was in New York for home office executive meetings.

Vincent Iorio, manager, Trans-Lux, is recuperating at home after undergoing surgery.

Surprise visitors at private screening of "The Long Gray Line" were Mr. and Mrs. Eric Johnston, Motion Picture Association. Tyrone Power, star, was host at the screening at the MPAA.

Irving Shiffman has been appointed sales representative, IFE, for the local and Philadelphia territories. Formerly a member of IFE's Boston office, Shiffman replaces Arthur Levy, resigned. He will make his headquarters here at the IFE, 920 New Jersey Avenue, N.W.

Seymour Schussel, IFE's eastern division manager and assistant to Bernard Jacon, vice-president in charge of sales, was in at the local office.

— T. C.

Maryland

Baltimore

In Baltimore County's Equity Court it was ruled by Judge J. Howard Murray that a drive-in, two miles from Edmondson Village, Md., where an indoor theatres happen to be located, will be allowed to retain its name. Edmondson Village Theatre, Inc., had sought to enjoin Joseph Y. Einbinder, owner, Edmondson Drive-In, from operating under that name. In seeking the injunction, the plaintiff contended that adoption of the name Edmondson Drive-In bears a confusing similarity to Edmondson Village; that it constitutes unfair competition; and had diverted customers and potential customers from the indors to the outdoors.

Leon Back, head, Rome Theatres, and president, Allied Motion Picture Theatre owners of Maryland, will attend the Allied convention in St. Louis. . . . Bernard M. Serlin, Warners, New York, was in for advance promotion of "Battle Cry."

The world premiere of "Battle Cry" at the Stanley, as put on by manager Rodney Collier, was a gala occasion. With film stars Mona Freeman, Dorothy Malone, and Tab Hunter, plus the story's author, Leon Uris, and director Raoul Walsh for personal appearances, the occasion marked one of the biggest events of its kind ever held in Ba'timore.

Three local projectionists, Charles Pearce, George Mathews, and Charlie Conners, who were ill, are well on the road to recovery. . . . Jack Sidney, city manager, Loew's, here, made a hit as impromptu master-of-ceremonies at the testimonial dinner for J. Lawrence Schanberger, formerly of Keiths. . . . Frank LaFalce, Stanley Warner advertising head, was in on business.

— G. B.

Hagerstown

Construction work has begun on enlargement of screen towers and buildings at the Hiway Drive-In and the Braddock Heights, Md., Drive-In, near Frederick, Md., according to Dan Weinberg, Braddock Heights.

The funeral for C. Joseph Cumiskey, 42, 15 years manager, Academy, was held recently.

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Theatre Installations and Maintenance

Leonardtown

Wide angle lenses have been installed at the New. . . . Jack Fruchtman and Raymond Trumbule, now managing Fruchtman houses, Baltimore, Md., visited the Park. . . . Park and Plaza, Lexington Park, Md., manager T. L. Harrison has been confined to his home with a heavy cold. . . . N. A. Hodgdon, assistant manager, in Lexington Park, Md., visited Baltimore, Md., on business.

New Jersey

Bridgeton

Daniel Negley, 60, manager, Majestic, dropped dead last week. Well known in area film circles, his many friends will miss him. He had visited Vine Street, Philadelphia, on the day of his death which came from a brain hemorrhage. He operated theatres in Columbia, Pa., at one time.

Bordentown

The Fox has reopened and is now known as the Sharon, not the Marion as previously reported.

Burlington

Mel Fox is reported to have purchased Olympia Lakes, the biggest lake in New Jersey, which includes skating, dancing swimming, and dining facilities. Located between Riverside and Burlington, he plans to build a drive-in there. The site is near a new 12,000 home building project.

Trenton

Nicholas Capone and Michael Fonde have taken over operation of the Center.

Pennsylvania

Lehighton

The Park had the state premiere of Hallmark's "Karamoja" and "Half-Way To Hell," which also played the Earle, Allentown, Pa.

McClure

Budd Ashbridge has taken over the Star and changed its name to the Palace.

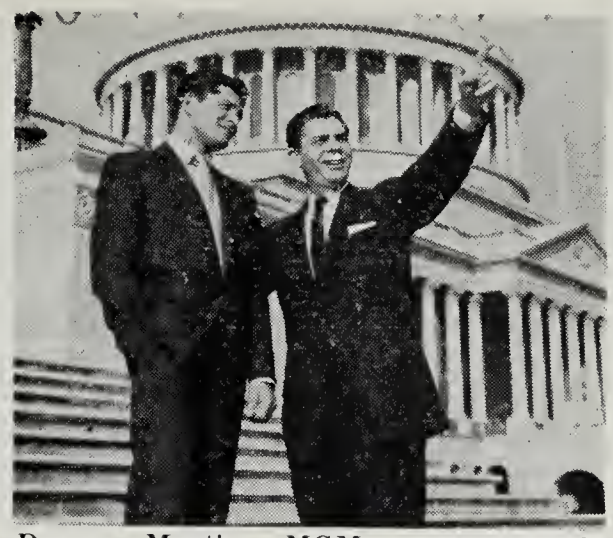
Newmanstown

The Joy has closed indefinitely.

Reading

The Astor, J. Lester Stallman, manager, began advertising "Six Bridges to Cross" the same day news stories and an editorial in The Reading Times discussed delay in a big state highway project, with six bridges in the Reading area. The cost of the project will far exceed the total of the $2,500,000 robbery pictured in the "Six Bridges" film.

The Plaza was reopened for a night for a concert by the Reading Choral Society. . . . Reading Consistory, Scottish Rite Masons, voted at a business meeting to lease part of Rajah Temple, Mystic Shriners, for office and storage uses, and also to lease Rajah for all its degree and business meetings and social entertainments for the next two years. This will probably mean that the Masonic Temple Trust Asociation, owner, Masonic Temple, present Scottish



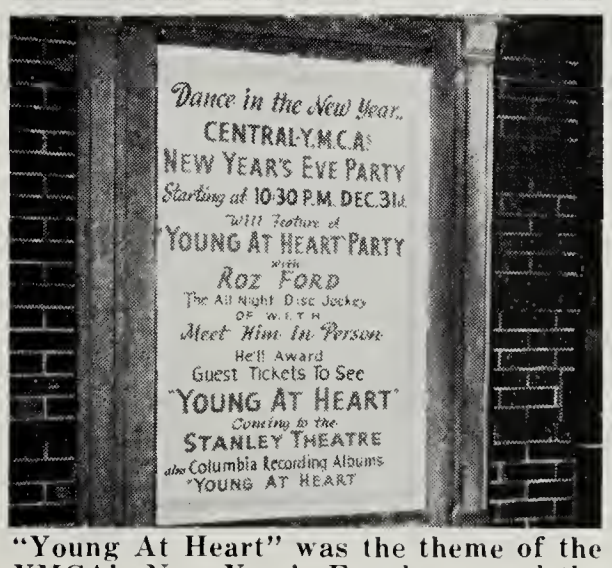
Dewey Martin, MGM star, recently visited Washington to see his cousin, Congressman Ross Bass, Tennessee. Seen, left to right are Martin and the brand new Congressman on the Captiol steps.

Rite meeting place and office headquarters, will shortly consider the future disposition of the Plaza, occupying the first floor of Masonic Temple. The Plaza has been without a continuous tenant for nearly three years. With a capacity of 1,000 to 1,200, it was completely renovated by Cornelius G. Keeney, then manager and lessee, about five years ago and is in very good condition. The house may eventually be renovated for store or office purposes.

The Embassy, Paul E. Glase, manager, displayed in its lobby during the showing of "Prince of Players," the life of Edwin Booth, original Booth playbills of more than 60 years ago and a Booth authographed photo, all from manager Glase's theatre library and program collection.

Charlie Kessler, Reading Times columnist, devoted an entire column to pests who annoy paying customers in movie houses. High on his list are the "tongue wagglers," who spend most of the time they are in the house in loud conversation about everything and nothing of importance; the 'show-offs," who know the story of the picture and want to tell everyone; and the "roughnecks," guilty of bad manners, not to mention downright vandalism.

Bingo parlor operators here, possibly worrying about prospective legislation at



"Young At Heart" was the theme of the YMCA's New Year's Eve dance, and the above poster outside the "Y" building on a main downtown thoroughfare gained maximum attention two weeks in advance of the showing of Warners' "Young At Heart," Stanley, Baltimore, Md., whose manager Rodney Collier made the tie-in.

Harrisburg affecting their "industry," have organized a city and county-wide association, to be known as the "People's Club of Berks County" at a meeting in Wyomissing Fire Company Hall. Thirty-five bingo operators attended and elected F. C. Bensinger, Wyomissing, as president.

Masonic organizations are considering plans to establish a joint central Masonic committee to study plans for separate or a joint building operation in a suburb, on a large tract that would provide the parking facilities and space for large banquets needed by both Rajah Temple, Mystic Shrine, and Reading Consistory, Scottish Rite Masons. The prospective moves, if adopted, would affect the future of two theatres, the 1,200-seat Plaza, part of the present Masonic Temple, and Rajah, 2,000 seats, part of the Rajah Temple property. The Reading Consistory, Scottish Rite Masons, now meeting in the Plaza, is about to rent the Rajah on a two-year lease.

Theatre owners and managers are wondering what delays decisions on the

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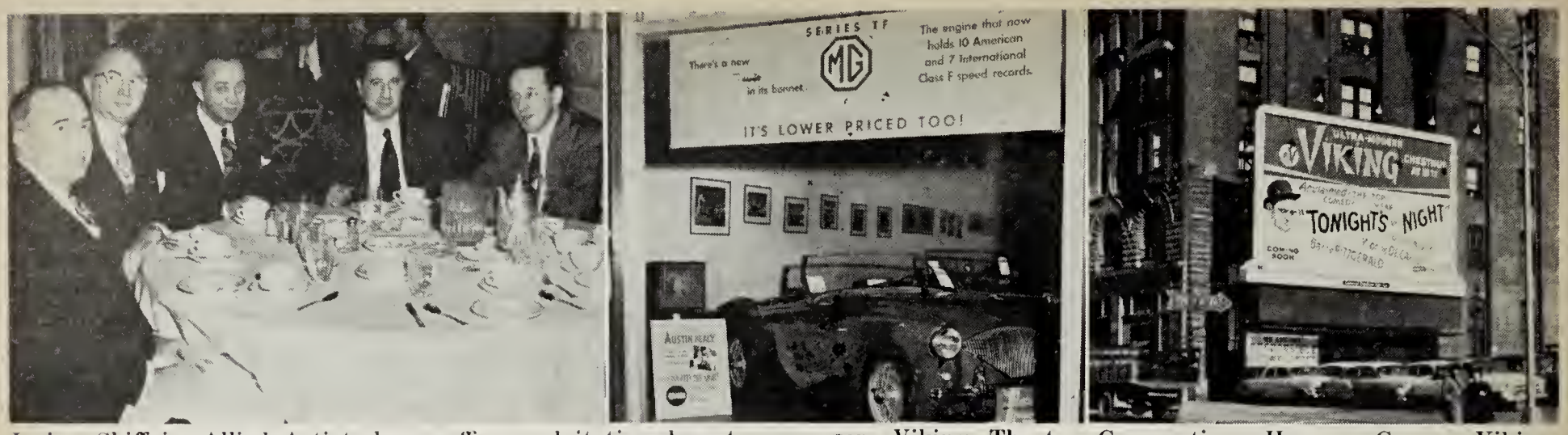
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Irving Shiffrin, Allied Artists home office exploitation department, was in Philadelphia recently in advance of "Tonight's the Night" set for the Viking. On the left, at a conference regarding the premiere, are seen, left to right, Isadore Sley; Harry Sley, director of the theatre; Ed London, general manager, Viking Theatre Corporation; Herman Comer, Viking managing director; and Shiffrin; in the center is a window display arranged by Shiffrin with the local Austin motor car distributor; and on the right is seen one of four giant painted billboards hailing the coming of the attraction.

tax assessment appeals of various theatres, valuations of which were changed by the tax authorities in 1954 for 1955 tax bills.

It is reported that a new drive-in is being built at Sinking Springs, near here.

Scranton

Permission was granted by local superintendant of building Joseph Corcoran to the Scranton Drive-In Amusement Company, owned by Scavo Brothers, Old Forge, Pa., also owners, Oak Hill Drive-In, for the erection of the first local drive-in. Plans provide for a one story structure of cinder block construction with surface dimensions of 30 feet by 60 feet, and a screen 63 feet high and 85 feet wide with the overall estimated cost of the entire project being $100,000. The tract where the theatre will be located is 200 feet by 800 feet, and there will be space for 500 automobiles.

Tom Jones, manager, Strand, was host to the area nuns, numbering about 250, at a showing of "Silver Chalice."

Manager Bill Kays reported a highly successful premier showing of "The Detective," the inaugural attraction under the new policy effected by the Capitol whereby each Tuesday, Wednesday, and Thursday high calibre entertainment will be presented to theatre-goers of the area. To further mark the adoption of the art policy, on the opening night coffee was served to the patrons on the mezzanine floor. A succession of noteworthy films, both American and foreign, are scheduled for presentation. Columbia's Alec Guinness English-made comedy got things off to a fast choice.

A capacity audience, among whom were Federal Judge John Murphy, Lackawanna County President Judge T. Linus Hoban, Mayor James Hanlon, and attorney Henry Nogi, president, Scranton Chamber of Commerce, attended the premier showing of "This Is Your Army" in the Capitol, Bill Kays, manager. Lieutenant Colonel Francis E. Naughton, unit advisor, 109th Infantry Regiment, cooperated with Tom Walker, Comerford executive, who represented the theatre circuit in bringing the film to this region.

Comerford comptroller Tom Cronin's wife is serving on the special gifts committee of the forthcoming card party sponsored by the Mother's Club of the Scranton Preparatory School, where the Cronin lad, Kerry, is a student. . . . Comerford's Tom Walker and Mrs. Walker together with the other directors and their wives of the Scranton Country Club recently entertained at a cocktail party and tea feting the certified and senior members of the organization. . . . Employees of the Penn-Paramount Theatres here are planning a party at the Blue Lantern Restaurant honoring bride-elect Phyllis Woloszyn, secretary to Tom Jones, Strand. . . . Robert Lonergan, one time employe, Granada, and presently secretary, northeastern Pennsylvania AFL affiliate, accompanied by Mrs. Lonergan, were among those of this area who attended the inauguration of Governor Leader in Harrisburg, Pa.

Tom Walker, Comerford executive, has been selected to serve as vice-chairman, advance gifts division, 1955 annual Red Cross campaign. . . . Miss Kate Comerford, Wilkes-Barre, Pa., is a medical patient at the Mercy Hospital here. . . . A new employe, Nan Clare Price, has been added to the Comerford accounting department.



A preview of Paramount's "Strategic Air Command" was held recently in Washington, at Loew's Capitol, and was attended by cabinet members, Senators and Congressmen, and top army and air force officials. In the top photo are seen, Mrs. A. W. Schwalberg; Schwalberg, president, Paramount Film Distributing Corporation; E. K. O'Shea, Paramount distribution vice-president; and star James Stewart. The bottom photo shows Stewart with General Curtis LeMay and Sam Rosen, Stanley-Warner Theatres' executive.

Virginia

Winchester

Walter J. Kirby, son of John F. Kirby, Warners southern division manager, was married to Peggy Louis Strother here.

Variety Club

Tent 13, Philadelphia

"The Country Girl" was screened through the courtesy of Paramount.

MOTION PICTURE EXHIBITOR SERVISECTION

The Check-Up of all features and shorts for an eight-month period

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Vol. 53, No. 14
SECTION 2

FEBRUARY 2, 1955

Allied Artists

(1953-54 releases from 5401;
1954-55 releases from 5501)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—(5504).

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 2B issue—(5426).

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue—(5505).

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 2B issue—(5409).

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 2B issue—(5417).

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B—(5503).

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN FURY—Jungle documentary—(Color)—(5411).

ANNAPOLIS STORY, THE—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor)—(5513).

BIG COMBO, THE—Cornel Wilde, Richard Conte, Jean Wallace—(5508).

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett.

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson—(English Made).

DARK VENTURE—Frank Lovejoy, Forrest Tucker, Peggie Castle.

DIAL 116—Bill Elliot, Keith Larsen, Helene Stanley—(5509).

HIGH SOCIETY—Leo Gorcey, Huntz Hall, Amanda Blake—(5514).

GOD'S ANGRY MEN—Raymond Massey, Debra Paget, Jeffrey Hunter—(5511).

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez.

MURDER IS MY BEAT—Barbara Payton, Paul Langton—(5510).

SHOTGUN—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(5515).

SPY CATCHERS—Bowery Boys, Lisa Davis.

SWEET CHARITY—Richard Conte, Constance Smith, Bruce Bennett—(5512).

TONIGHT'S THE NIGHT—Yvonne De Carlo, Barry Fitzgerald David Niven—(Technicolor)—(Made in England)—(5506)—88m.

TREASURE OF THE RUBY HILLS—Zachary Scott, Carole Mathews.

WARRIOR, THE—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

Astor

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barraud, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue.

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. B issue—(714).

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England)—(719).

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712)

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).

CORONER CREEK—W—Randolph Scott, Marguerite Chapman, George Macready—Scott name should help reissue—90m.—see July 14 issue—(708).

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).

GUNFIGHTERS—W—Randolph Scott, Barbara Britton, Dorothy Hart—Western reissue has the angles—87m.—see Sept. 8 issue—(713).

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty af action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England)—(709).

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names ta help—90m.—see Sept. B issue—Leg.: B—(710).

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. B issue—(Technicolor)—(711).

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolar).

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue—(722).

ON THE WATERFRONT—MD—Marlon Branda, Karl Malden, Eva Marie Saint—Rugged meller rates with the better entries of its type—108m.—see Sept. B issue—(702).

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B—(715).

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. B issue—(704).

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor)—(717).

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture

AD—Adventure drama
ACD—Action drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodramo
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic dramo
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological dramo
RD—Religious drama
ROMC—Romantic camedy
ROMCMU—Romantic comedy musical
ROMD—Romantic dramo
ROMDMU—Romantic dramo with music
SAT—Satire
SFD—Science fiction drama
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western musical

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the FACTUALLY HONEST Data as originally published in our "Pink Section" REVIEWS. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

TO BE REVIEWED OR IN PRODUCTION

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor).

CALICO PONY, THE—Van Heflin, Joan Woodward, Raymond Burr—(CinemaScope).

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens,

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).

END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).

FIVE AGAINST THE HOUSE—Guy Madison, Kim Novak, Brian Keith.

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

JAIL BAIT—Tommy Cook, Frank Griffin, Molly McCart.

JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.

LONG, GRAY LINE, THE—Tyrone Power, Maureen O'Hara—(Technicolor)—(CinemaScope).

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

NEW ORLEANS UNCENSORED—Arthur Franz, Beverly Garland.

PIRATES OF TRIPOLI—Paul Henreid, Patricia Medina—(Technicolor)—(706)—72m.

PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

RIOT ON PIER SIX—Arthur Franz, Beverly Garland.

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

TEN WANTED MEN—Randolph Scott, Jocelyn Brando—(Technicolor)—80m.—Leg.: B.

THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope).

TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.

WOMEN'S PRISON—Ida Lupino, Jan Sterling, Howard Duff—80m.—Leg.: "B."

WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lais Maxwell, Luciano Della Marra—Fine entry for apera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacoior)—(English narration).

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spats—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One af the better Italian films—90m.—see Oct. 20 issue—(English titles).

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedea Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.

TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England)—(5402).

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh Import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—For the pragrammers—68m.—see Jan. 26 issue—(English-made)—(5403).

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 Issue—(Spanish-made)—(Dubbed In English)—(5323).

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made)—(5404).

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue (5404).

UNHOLY FOUR, THE — D — Paulette Goddard, William Sylvester, Patrick Holt—Routine pragrammer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).

TO BE REVIEWED OR IN PRODUCTION

BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(AnscoColor)—(Made In El Salvador)—74m.—(5407).

GLASS TOMB—John Ireland—(English-made)—(5409).

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery—(5414)—75m.

SILVER STAR, THE—Marie Windsor Barton MacLane, Edward Buchanan, Lon Chaney—(5411)—73m.

THEY WERE SO YOUNG—Scott Brady, Raymond Burr, Johanna Matz—(Made In Germany)—(5406).

THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord—(5415).

Metro

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue).

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this affbeat camedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope)—(515).

BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue).

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 Issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made In Halland and England)—(501)—(1.75-1)—(SS).

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 Issue—(Ansco Color)—(CinemaScope)—(502).

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate pragrammer—90m.—see Nov. 17 issue—(Made In England)—(511)—(1.75-1).

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(312)—(1.75-1).

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue af familiar story—127m.—see Oct. 6 Issue—(506).

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 Issue—(Eastman Color)—(Made In South America)—(516)—(CinemaScope).

JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 issue—(422)—(SS)

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope)—(518).

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action hauses—89m.—see Nov. 3 Issue—(509).

TARZAN THE APE MAN—AD—Johnny Welssmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 Issue—Leg.: B—(508).

VALLEY OF THE KINGS—MD—Robert Taylor, Eleanor Parker, Carlos Thompson—Name values will make the difference—86m.—see July 14 issue—(Eastman Color)—(Print by Technicolor)—(Made in Egypt)—(431)—(1.75-1)—(SS).

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit fram names—106m.—see Oct. 6 Issue—(505).

TO BE REVIEWED OR IN PRODUCTION

BEDEVILLED—Anne Baxter, Steve Forrest—(Technicolor)—(Made In France).

BLACKBOARD JUNGLE—Glenn Ford, Anne Francis, Louis Calhern.

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Keenen Wynn, Ballets de Paris—(Eastman Color).

HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope).

INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igor Youseke vitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolar)—(Made In England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blythe, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MANY RIVERS TO CROSS—Robert Taylor, Eleanor Parker, Victor McLaglen—(Eastman Color)—(Print by Technicolor)—(CinemaScope)—(517)—92m.

MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).

MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Colar)—(CinemaScope).

PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor)—(5405).

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue—(5409).

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names ta help—122m.—see Oct. 20 Issue—(Technicolor)—(R-5403).

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 Issue—(Technicolor)—(5401).

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crasby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 Issue — (Technicolor) — (VistaVision) — (5430)—(PS).

TO BE REVIEWED OR IN PRODUCTION

AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).

COURT JESTER, THE—Danny Kaye, Glynis Johns—(Technicolor)—(VistoVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).

EDDIE FOY STORY, THE—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mory Murphy—(Technicolor)—(VistaVision)—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Boxter—(Technicolor)—(VistaVision)—(Mode in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Mode in Europe)—(5408).

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brozil)—Leg. "B"—(509).

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Droke—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

HANSEL AND GRETEL—NOV—Volces of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry Is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lomb—Interesting Documentary—60m.—see Jan. 12 issue (Color)—(Made in Guatemala).

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor)—(572).

SUSAN SLEPT HERE—C—Dick Powell, Debbie Reynolds, Anne Francis—Pleasant entertainment will depend on name draw—97m.—see Sept. 8 Issue—Leg.: B—(Technicolor)—(501).

THIS IS MY LOVE—D—Linda Dornell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color)—(504).

UNDERWATER—MD—Jone Russell, Gilbert Rolond, Richord Egon—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope)—(506).

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).

ESCAPE TO BURMA—Borbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).

RAGE AT DAWN—Randolph Scott, Mola Powers, Forrest Tucker—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

TARZAN'S HIDDEN JUNGLE—Gordon Scott, Vera Miles—(507).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Eloine Dovis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue—(5314).

CAROLINA CANNONBALL—C—Judy Conovo, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jon. 26 issue—(5326).

HELL'S OUTPOST—MD—Rod Cameron, Joan Leslie, John Russell—Okeh programmer—90m.—see Dec. 29 issue Leg.: B—(5315).

QUEST FOR THE LOST CITY—DOC—Dona and Ginger Lamb—Interesting documentary—60m.—see Jan. 12 issue—(Color)—(Mode in Guatemala).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Horrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 Issue—(5242).

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 Issue—(5311).

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: 8—(Italian-made)—(Dubbed in English)—(5312).

TOBOR THE GREAT—SFMD—Okeh programmer—Chorles Drake, Karin Booth, Billy Chopin—77m.—see Sept. 8 issue (5309).

TROUBLE IN STORE—F—Norman Wisdom, Margoret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made)—(5431).

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN MANHUNT—Myron Healey, Karen 8ooth, John Kellog.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DOCTOR IN THE HOUSE—Dirk Bogarde, Muriel Pavlow, Kenneth More—(English-mode)—(Rank)—(Technicolor).

ETERNAL SEA, THE—Sterling Hoyden, Deon Jagger, Alexis Smith—(Mode in Hawoii).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middleton.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

MAN FROM TEXAS—John Poyne, Mona Freemon, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

SQUARE RING, THE—Jock Warner, Robert Beatty, Maxwell Reed—(English-made)—(Rank).

TIMBERJACK—Vera Ralston, Sterling Hayden, Hoagy Carmichael (Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(424).

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 Issue—(English-made)—(428).

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the Individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(422).

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made)—(429).

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(420).

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

GARDEN OF EVIL—AD—Gary Cooper, Susan Hayward, Richard Widmark—Adventure yarn is aided by CinemaScope and name draw—100m.—see July 14 Issue—(Technicolor)—(CinemaScope)—(Made in Mexico)—(416).

LIFE IN THE BALANCE, A—MD—Ricordo Montolban, Anne Boncroft, Lee Marvin—Sotisfactory programmer—74m.—see Jon. 26 issue—(Made in Mexico)—(5066).

OTHER WOMAN, THE—D—Hugo Haos, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jon. 12 issue.

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 Issue—(Color)—(427).

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope).

RAID, THE—MD—Van Heflin, Anne Boncroft, Richord Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donold O'Connor, Morilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(CinemaScope)—(Color by DeLuxe)—(426).

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jon. 12 issue.

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurroy, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

TO BE REVIEWED OR IN PRODUCTION

DADDY LONG LEGS—Fred Astoire, Leslie Caron, Terry Moore—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stock, Shirley Yamaguchi, Robert Ryan—(CinemoScope).

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope)—(509-0).

OUR GIRL FRIDAY—Joan Collins, Kenneth More—(Color)—(508-2).

RACERS, THE—Kirk Douglas, Gilbert Rolond, Bella Darvi, Cesor Romero—(Color)—(CinemaScope)—(Partially mode in Europe)—(508-8).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richord Todd, Joon Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(Cinemascope)—(Made in Hong Kong).

TALL MEN, THE—Clork Gable, Eleanor Porker, Guy Madison—(Color)—(Cinema Scope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England)—(504-1).

UNTAMED—Tyrone Power, Susan Hayword, Rita Moreno—(Color)—(CinemoScope)—(507-4).

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemoScope)—(510-8).

WHITE FEATHER—Robert Wogner, Debra Paget, Virginia Leith, Dale Robertson—(Technicolor)—(CinemoScope)—(Made in Mexico)—(503-3).

United Artists

(Numerals in brackets Indicate maximum aspect ratio In which features can be projected)

APACHE—MD—8urt Loncoster, Jean Peters, John McIntyre—Star values will help above average Indians vs. cavalry melodrama—87m.—see July 14 issue—(Technicolor)—(Hecht-Lancaster)—(1.85-1).

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: 8—(Technicolor)—(Made in Italy)—(Figoro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Fronz, Marsholl Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art ond specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-mode)—(Rank)—(1.66 to 1).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: 8—(Goldstein).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed In English)—(Mahon-Vossorotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crowford, Ruth Romon, Mortha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agor, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Glorio Grahame, Richard Basehart—Interesting drama—100m.—see Jon. 26 issue—(English-mode)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 Issue—(Color)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Roval West).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins Muriel Pavlaw—High ratlng far the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

OPERATION MANHUNT—MD—Harry Tawnes, Irja Jensen, Jacques Aubuchon—Satisfactary pragrammer for the lawer half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

SHIELD FOR MURDER—MD—Okeh pragrammer—Edmand O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to actian spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—Far the lawer half—70m.—see Nov. 17 Issue—(Wilder).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

SUDDENLY—MD—Well-made, Interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 Issue—(Bassler)—(1.75-1).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw ta help—89m.—see Nov. 3 Issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to affer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 Issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh far the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import far the lawer half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

TO 8E REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Mode in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassau).

BIG HOUSE, U. S. A.—Broderick Crawford, Ralph Meeker—(Schenck).

BRASS RING, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

CANYON CROSSROADS—Richard Basehart, Phyllis Kirk, Steven Elliot—(Joyce-Werker).

DESERT SANDS—Ralph Meeker, Marla English—(CinemaScope)—(Deluxe Color)—(Bel-Air).

FIREBIRD, THE—Ellen Rasch, International ballet and opera cast—(Lesser)—(Gevacolar).

GENTLEMEN MARRY 8RUNETTES—Jane Russell, Jeanne Crain, Alan Yaung—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

KILL, THE—Edward G. Robinson, George Raft, Audrey Totter—(Bischoff-Diamond).

KISS ME DEADLY—Ralph Meeker, Cloris Leachman, Albert Dekker—(Aldrich).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Wilcox).

MARTY—Ernest Borgnine, 8etsy Drake—(Hecht-Lancaster).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Glaria Grahame—(Kramer).

OTHELLO—Orsan Welles, Michael MacLiammoir, Suzanne Clautier—(Made In Eurape)—(Mercury).

PURPLE PLAIN, THE—Gregary Peck, Win Mln Than—(Made In Ceylon)—(Technicolor)—(8ryan).

RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

ROBBERS ROOST—George Montgomery, Richard 8oone—(Eastman Color)—(Goldstein-Jacks).

SABAKA—Boris Karloff, Nino Marcel, Reginald Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.

STAR OF INDIA—Carnel Wilde, Jean Wallace—(Technicalor)—(Stross).

STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Technicolor)—(Goldstein).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert-Lean).

TIGER AND THE FLAME, THE—Sobrab M. Modl, Mehtab—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—Dale Robertson, Frank Laveloy, Evelyn Keyes—(Baird-Foster).

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Made in England)—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals In brackets Indicate maximum aspect ratio in which features can be projected; SS indicates availability af stereophonic saund)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Costello, Lynn Bari—Satisfactary Abbott and Castello entry—79m.—see Jan. 26 issue—(513).

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 Issue—(Technicolor)—(501).

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, actian packed entry—99m.—see Aug. 11 issue—(Technicolar)—(CinemaScope)—(429)—(regular—432).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David 8rian—Satisfactory outdaor melodrama—80½m.—see July 28 issue—(Technicalor)—(430)—(2-1).

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles far explaitatlan—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B.

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor)—(511).

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, Gearge Nader—Okeh programmer—82½m.—see Sept. 22 Issue—Leg.: B—(Technicalor)—(502).

FRANCIS JOINS THE WACS—C—Donald O'Connor, Julia Adams, Chill Wills—Series entry has the names and angles—94½m.—see July 14 issue—(427)—(1.85-1).

HIGH AND DRY—C—Paul Dauglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy far the art spots—93m.—see Sept. 22 Issue (English-made)—(Rank)—(486).

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.:B—(431)—(1.75-1).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—Far the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure stary shauld ride Inta the better maney—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope—505)—(2-D—506).

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh actian meller—96m.—see Jan. 26 issue—Leg.: "B"—(512).

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor)—(503).

YELLOW MOUNTAIN, THE—MD—Lex 8arker, Mala Powers, Howard Duff—Average pragrammer far the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

TO 8E REVIEWED OR IN PRODUCTION

A8BOTT AND COSTELLO IN THE MUMMY—8ut Abbott, Lou Costello.

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

CAPTAIN LIGHTFOOT—Rock Hudsan, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland)—(514).

CHIEF CRAZY HORSE—Victor Mature, Suzan 8all, John Lund—(Print by Technicolor)—(CinemaScope).

CULT OF THE COBRA—Faith Domergue, Richard Long, Marshall Thompson.

FEMALE ON THE 8EACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

KISS OF FIRE—Jack Palace, 8arbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

LADY GODIVA OF COVENTRY—Maureen O'Hara, Gearge Nader, Victor McLaglen—(Technicolor).

LAND OF FURY—Jack Hawkins, Glynis Johns—(Eastman (Color)—(Made in New Zealand)—(Rank)—(509).

LOOTERS, THE—Rory Calhoun, Julie Adams, Thomas Gomez.

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MAN FROM 8ITTER RIDGE, THE—Lex 8arker, Mera Cordey—(Technicolor).

MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolar).

ONE DESIRE—Ann 8axter, Rack Hudsan, Julie Adams—(Technicalar).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest.

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScape).

REVENGE OF THE CREATURE—John Agar, Lari Nelson, John Bramfield—(3-D and 2-D).

SHRIKE, THE—Jase Ferrer, June Allyson, Kendall Clark.

SMOKE SIGNAL—Dana Andrews, Piper Laurie—(Print by (Technicolor)—(516).

THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicalor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolar)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

(Numerals In brackets indicate maximum aspect ratio In which features can be projected; SS Indicates availability of stereophonic sound)

BIG SLEEP, THE—MYMD—Hupmphrey 8ogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 Issue—(407).

BOUNTY HUNTER, THE—OMD—Randolph Scott. Dolores Dorn, Marie Windsor—Good autdaar actian entry—79m.—see Sept. 8 Issue—(WarnerColor)—(402)—(1.85-1).

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating palice yarn—89m.—see Sept. 8 issue—(WarnerCalor)—(401)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marlsa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Craln, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made In Africa and England)—(332)—(1.85-1).

KING RICHARD AND THE CRUSADERS—COSMD—Rex Harrison, Virignia Mayo, George Sanders, Laurence Harvey—Calorful tale of the Crusades is packed with selling angles—113m.—see July 14 Issue—(WarnerColar)—(CinemaScape)—(331).

RING OF FEAR—NOVMD—Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr—Thriller with circus background Is highly exploitable—93m.—see July 14 issue—(WarnerColor)—(CinemaScope)—(330).

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope)—(408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: 8—(Technicolor)—(CinemaScope)—(403).

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare shauld benefit fram the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed far better returns—117m.—see Dec. 29 issue—(Technicolor)—(409)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerCalar).

BATTLE CRY—Aldo Ray, Mona Freeman, Van Heflin, Nancy Olson—(WarnerColor)—(CinemaScope)—Leg.: "8."

8LOOD ALLEY—John Wayne, Lauren Bacall—Leg.: "B."

EAST OF EDEN—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

HELEN OF TROY—Rossana Padesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JUMP INTO HELL—Jacques Sernas, Kurt Kasznar, Arnald Moss—(410).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Bani, Dewey Martin—(WarnerColor)—(CinemaScape)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MISTER RO8ERTS—Henry Fanda, James Cagney, Jack Lemmon—(WarnerColar)—(CinemaScope).

MO8Y DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScape)—(Made in Wales).

NEW YORK CONFIDENTIAL—Broderick Crawford, Richard Conte, Anne Bancroft—Leg.: "B."

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColar)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScape).

TALL MAN RIDING—Randolph Scott, Dorathy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

UNCHAINED—Elroy Hirsch, 8arbara Hale, Chester Morris—75m.

Miscellaneous

(Distributors' addresses will be furnished an request)

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelague—60m.—see Sept. 8 issue—(Color)—(Made In Africa)—(Bregstein).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religiaus drama with special ar limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortlan racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names shauld help reissue land in the money—Jennifer Jones, Joseph Cottan, Gregary Peck—134m.—see Sept. 8 Issue—(Technicolar)—(Selznick).

EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

FAST AND THE FURIOUS, THE—MD—Jahn Ireland, Dorothy Malone, Bruce Carlisle—Far actian spats and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediacre explaitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh far the pragrammers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitatian film shauld da well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatarship can be said—60m —see Sept. 22 issue—(Hallmark).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color)—(DCA).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lawer half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Bay Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cardova, Leticia Palma, Ramon Gay—Stack thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supparting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue (Filmakers).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitatian burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decaumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

UNCONQUERED, THE—DOC—Narrated by Katherine Cornell—Inspiring documentary biography of Helen Keller—53m.—see July 14 issue—(Margolies).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitatian spats 53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating dacumentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitatian spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

Foreign-Made

(Distributors' addresses will be furnished on request)

ADVENTURE IN ODESSA—D—Mikhail Kuznetsov, V. Dobrovolsky, E. Samoilov—Routine Saviet import for the Russian spots—78m.—see July 14 issue—(Russian-made) — (English titles) — (Sovcolor)—(Artkino).

ANGELIKA—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spats—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANNA CROSS, THE—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import far the art hauses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

BALLET CONCERT—COMP.—Uneven compilation af dance shorts is Okeh for art spats—Galine Ulavova, Olgo Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh impart far art and specialty spots—90m.—see Feb. 9 issue—(English-made)—(Associated Artists).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet impart—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry far the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spats—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino)

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absarbing drama for the art hauses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spats—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FOUR WAYS OUT—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—Far the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing impart far the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute impart for art spats—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import far the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .

GREEN SCARF, THE — MYD — Michael Redgrave, Kieron Moore, Leo Genn—Interesting entry for art and specialty spats—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—Far the art and closs spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

ILLICIT INTERLUDE—D—May Britt, Alf Kjellin, Berger Malsten—Maderate lave stary far the ort houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography far the religious and art spots—77m.—see Apr. 21 issue—(Eastman Calar)—(English-made)—(Methodist Church-Rank).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art hause baxaffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Belaw average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine impart far the art and class spats—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half ar art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RED INN, THE—CMD—Fernandel, Lud Germain, Francals Rosay—Good comedy for the art hauses—100m.—see July 14 issue—(French-made)—(English titles)—(Davis).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import far the art hauses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Camedy impart far the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Gaod Italian impart for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Akaki Khrava, Besa Imani, Adivie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Colar)—(Canadian-made)—(Continental).

TRUE AND THE FALSE, THE—D—Signe Hasso, William Langford, Michael Road—Satisfactary import for art spats—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Machiko Kyo, Masayuki, Kinuya Tanaka—Good Japanese film far the art spots—96m.—see Oct. 6 issue—Leg.: B — (Japanese-made) — (English titles)—(Harrison-Davidson).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Foir; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)			
7414	(Feb. 17)	G.I. Dood It (Besser)			

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Mon (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)			

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887

SERIALS (4)

7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
		Black Arrow (reissue)		15ep.	
7140	(Feb. 24)	Black Arrow (reissue)		15ep.	

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In the Ring			
7405	(Feb. 3)	Of Cash and Hash			

CANDID MICROPHONES

(Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jon. 13)	Series 1, No. 3	G	10½m.	3900

COLOR FAVORITES (15)

(Technicolor)

(Reissues)

7601	(Sept. 2)	Imogination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Ploymates	F	7m.	3900
7607	(Feb. 3)	Catnipped			
7608	(Feb. 17)	Unsure Runts			

MR. MAGOO (4)

(Technicolor)

7701	(Dec. 16)	Destination Magoo			

MR. MAGOO SPECIAL

(Technicolor)

(CinemaScope)

7509	(Jan. 6)	When Mogoo Flew	E	7m.	3857

(1954-55)

MUSICAL SPECIAL (1)

7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stors On Parade	F	9½m.	3874
7853	(Nov. 18)	Hallywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood			
7856	(Feb. 24)	Hollywood Shower Of Stars			

THRILLS OF MUSIC (6)

(Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuono Cuban Boys.	G	10½m.	3900
7954	(Feb. 10)	Tony Pastor and Orch.		10m.	

UPA ASSORTED CARTOONS (4)

(Technicolor)

7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child			
7503	(Feb. 24)	Babie Boogie			

WORLD OF SPORTS (10)

7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nav. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets			
7806	(Feb. 6)	Aquatic Acrobats			

MGM

One Reel

CARTOONS (16)

(Technicolor)

(T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mause (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	

CINEMASCOPE CARTOONS

(Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)		7m.	
C-633	(Dec. 18)	Touché Pussycat (T-J)		7m.	
	(Mar.)	Sauthbound Duckling (T-J)			
	(Apr.)	Pup On A Picnic (T-J)			

FITZPATRICK TRAVELTALKS (6)

(Technicolor)

(Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creotion	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagaro			

GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse			
	(Mar.)	Salt Water Tabby			

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)			
	(Jan.)	The Man Around the House			
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix			
	(Apr.)	Just Whot I Needed			

Paramount

CARTOON CHAMPIONS (6)

(Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6)

(Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek			
B14-4	(Mar. 4)	Keep Your Grin Up			

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	
R14-6	(Feb. 11)	Swim and Survive			

HEADLINER CHAMPIONS THRILLS (6)

(Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amllies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4)

(Technicolor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	
H14-2	(Feb. 2)	Robin Rodenthood			

NOVELTOONS (6)

(Technicalor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands or Butts	G	6m.	
P14-3	(Feb. 4)	Dizzy Dishes			

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling Far Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	
K14-3	(Jan. 21)	You're A Trooper			

POPEYE CARTOONS (8)

(Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags			
E14-4	(Feb. 11)	Nurse To Meet Ya			

TOPPERS (6)

M14-1	(Nav. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	
M14-3	(Jan. 14)	Just The Bear Fact; Mam	F	9m.	
M14-4	(Feb. 4)	All Chimps Ashore			

VISTAVISION SPECIAL

V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899

RKO

Twa Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nav. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow Thot Blonde	F	18m.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jon. 21)	River To The Past	G	15m.	3909

SPORT SPECIALS (2)

53901	(Dec. 10)	Footboll Highlights	G	15½m.	3899
53801	(.....)	Basketball Highlights			

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Woter, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camero Crazy			
54207	(Mar. 4)	Noture's Showcase			
54208	(Apr. 1)	Inlond Seas			

SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga			
54307	(Feb. 18)	Game Warden			
54308	(Mar. 18)	Tanbark And Turf			
54309	(Apr. 15)	Jai Alai			

WALT DISNEY CARTOONS (3)

(Technicolor)

(C—Chip'n Dale; D—Donuld Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)

54101	(Oct. 15)	Sociol Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887

WALT DISNEY CINEMASCOPE CARTOONS (6)

(Technicolor)

54103	(Jan. 14)	No Hunting (D)		6m.	

WALT DISNEY CARTTON RE-RELEASES (9)

54104	(Jan. 28)	The Pelicon And The Snipe			
54105	(Feb. 18)	Lake Titicack			
54106	(Mar. 11)	Contrasts in Rhythm			

Republic

SERIALS (4)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl of the Kongo		12ep.	

One Reel

THIS WORLD OF OURS (6)
(Trucolor)

5385	(Aug. 1)	Ireland		9m.	
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	

20th Century-Fox

CINEMASCOPE SPECIALS
(Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	()	Miracle of Stereaphonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	6m.	3731
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land af Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nav.)	Far East Bastions	F	10m.	

(1955)

7501	(Jan.)	Tuna Clipper Ship (Tech.)		18m.	
7502	(Feb.)	Stampede City (Color)		7m.	
7503	(Jan.)	Birthday Parade (Color)		10m.	
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)		10m.	
7505	(Jan.)	Sueprsonic Age (Color)	G	13m.	3910
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			

One Reel

SEE IT HAPPEN (6)

6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isle Of Destiny	F	9m.	3857

SPORTS (6)

3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857

TERRYTOONS (16)
(Technicolor)

5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874

(1955)

5501	(Jan.)	Gandy Goose In Barnyard Actor			
5503	(Jan.)	A Yokohama Yankee			
5505	(Feb.)	Terry Bears In Duck Fever			
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			

TERRYTOON TOPPER REISSUES (10)

5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788

(1955)

5502	(Jan.)	Dear Old Switzerland			
5504	(Feb.)	Swooning The Swooners			
5506	(Mar.)	Gandy Goose In It's All In The Stars			
5508	(Apr.)	The Two-Headed Giant			

United Artists

SPORTS SPECIAL

		Marciano-Charles Fight	G	21m.	3848

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893

SPECIALS

1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893

One Reel
VISTARAMA SPECIAL
(CinemaScope and other aspect ratios)
(Eastman Color)

	(Nov.)	Speed Sub-Zero	G	9½m.	3874

WALTER LANTZ CARTUNES (13)
(Technicolor)

1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Skelter	G	6m.	3894

Warners

SPECIALS (12)
(Technicolor)

2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Faurteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull			
2007	(Mar. 5)	Mississippi Traveler			

CLASSICS OF THE SCREEN (6)

2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young			

One Reel
BLUE RIBBON HIT PARADES (13)
(Reissues)
(Technicolor)

2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Uproar			
2307	(Feb. 26)	Yau Were Never Duckier			

BUGS BUNNY SPECIALS
(Technicolor)

2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny			
2726	(Mar. 26)	Sahara Hare			

JOE McDOAKES COMEDIES (6)

2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Yaur Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	
2404	(Mar. 12)	So You Want To Be A Gladiator			

MELODY MASTER BANDS REISSUES (6)

2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900

MERRIE MELODIES (22)
(Technicolor)

2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up			
2712	(Feb. 26)	Stork Naked			
2713	(Mar. 12)	Lighthouse Mouse			

THE SPORTS PARADE (10)
(Technicolor)

2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	
2505	(Feb. 19)	Caribbean Playgrounds			
2506	(Mar. 19)	Football Royal			

WARNER VARIETIES (7)

2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days			

MISCELLANEOUS

Alien Orders (COI)	F	10m.	3857	
Chevalier de Menilmontant (Burstyn)	G	14m.	3873	
Composers In Clay (United World)	G	22m.	3856	
For Peace and Friendship (Color) (Artkino)	F	39m.	3887	
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900	
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856	
Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873	
Lesson In Anatomy, A (IFE)	F	11m.	3849	
Lost Paradise, The (Pictura)	G	11m.	3857	
Miracle in Music, A (American)	G	8m.	3900	
Mystery Of Leonardo, The (IFE)	F	10m.	3848	
New Van Gogh, The (IFE)	G	15m.	3856	
Paul Gauguin (Pictura)	G	13m.	3848	
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909	
Romantic Youth (Burstyn)	F	15m.	3865	
Sister Alenoushka and Brother Ivanusha (Calar) (Artkino)	F	13m.	3841	
Queen's Colors, The (McDonald)	E	17m.		
Sangs Of The Russian Land (Sovcolor) (Artkina)	F	41m.	3841	
Story of Light, The (Color) (Bondy)	E	9m.	3866	
USSR Today No. 19 (Artkino)	F	12m.	3844	
USSR Today No. 24 (Artkino)	F	19m.	3874	
World of Life, The No. 1 (Meadow)	G	16m.	3873	
World of Life, The No. 7 (Meadow)	G	16m.	3873	
World of Life, The No. 13 (Meadow)	F	16m.	3873	
World of Life, The No. 15 (Meadow)	G	15m.	3873	

THINGS YOU SHOULD KNOW

—about this service—
THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

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9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

title. Holidays and special events [illegible] are placed in the month of release. All dates [illegible]

ALLIED ARTISTS

JANUARY

Bowery To Bagdad
Bowery Boys

Treasure of the Ruby Hills
Z. Scott,
C. Matthews,
D. Foran

FEBRUARY

The Big Combo
C. Wilde,
R. Conte,
J. Wallace

Dial 116
B. Elliott,
K. Larsen,
H. Stanley

Murder Is My Beat
B. Payton,
P. Langton

MARCH

The Annapolis Story
J. Derek,
K. McCorthy,
D. Lynn
(Technicolor)

COLUMBIA

JANUARY

The Violent Men
G. Ford,
B. Stanwyck,
E. G. Robinson
(Technicolor)
(CinemaScope)

The Bamboo Prison
R. Francis,
D. Foster

Masterson Of Kansas
G. Montgomery,
N. Gates
(Technicolor)

FEBRUARY

Ten Wanted Men
R. Scott,
J. Brando
(Technicolor)

Women's Prison
I. Lupino,
J. Sterling,
C. Moore,
H. Duff

Pirates Of Tripoli
P. Henreid,
P. Medina
(Technicolor)

MARCH

LIPPERT

JANUARY

They Were So Young
S. Brady, R. Burr,
J. Matz
(Made in Germany)

The Silver Star
M. Windsor,
B. MacLane,
E. Buchanan,
L. Chaney

FEBRUARY

Thunder Over Sangoland
J. Hall,
M. Lord

MARCH

The Glass Tomb
J. Ireland
(Made in England)

METRO

JANUARY

Bad Day At Black Rock
S. Tracy, R. Ryan,
A. Francis
(Color)
(CinemaScope)

Green Fire
S. Granger,
G. Kelly,
P. Douglas
(Made in Columbia)
(Technicolor)
(CinemaScope)

FEBRUARY

Many Rivers To Cross
R. Taylor,
E. Parker,
V. McLaglen
(Color)
(CinemaScope)

Jupiter's Darling
E. Williams,
H. Keel,
G. Sanders
(Technicolor)
(CinemaScope)

MARCH

Hit The Deck
J. Powell,
D. Reynolds,
V. Damone
(Color)
(CinemaScope)

Blackboard Jungle
G. Ford,
A. Francis,
L. Calhern

Anchors Aweigh
(Reissue)

PARAMOUNT

JANUARY

The Bridges At Toko-Ri
W. Holden,
F. March,
G. Kelly,
M. Rooney
(Technicolor)

FEBRUARY

Mambo
S. Mangano,
S. Winters,
V. Gassman
(Made in Italy)

The Conquest Of Space
E. Fleming,
W. Redfield,
G. Johnson
(Technicolor)

MARCH

The Country Girl
B. Crosby,
G. Kelly,
W. Holden

Ulysses
K. Douglas,
S. Mangano,
A. Quinn
(Technicolor)
(Made in Europe)

RKO

JANUARY

The Americano
G. Ford,
C. Romero,
U. Theiss
(Technicolor)

Quest For the Lost City
D. and G. Lamb
(Color)

FEBRUARY

Underwater!
J. Russell,
R. Egan
G. Rolond
(Technicolor)
(Superscope)

Tarzan's Hidden Jungle
G. Scott,
V. Miles

MARCH

Tarzan's Hidden Jungle
G. Scott,
V. Miles

REPUBLIC

JANUARY

African Manhunt
M. Healey,
K. Booth

Trouble In Store
N. Wisdom,
M. Rutherford,
M. Lister
(English-made)
(Rank)

Carolina Cannonball
J. Canova,
R. Elliott,
A. Clyde

The Square Ring
J. Warner,
J. Collins,
M. Red
(English-made)

FEBRUARY

Doctor In The House
D. Bogarde,
M. Pavlow
(Technicolor)
(English-made)

Timberjack
S. Hayden,
V. Ralston,
D. Brian
(Trucolor)

MARCH

The Eternal Sea
S. Hayden,
A. Smith,
D. Jagger
(Made in Hawaii)

20th-FOX

JANUARY

Carmen Jones
D. Danridge,
H. Belafonte
(Color by DeLuxe)
(CinemaScope)

Prince Of Players
R. Burton,
M. McNamara
(Color)
(CinemaScope)

Twelve O'Clock High
(Reissue)

FEBRUARY

White Feather
R. Wagner,
D. Paget,
D. Robertson
(Made in Mexico)
(Color)
(CinemaScope)

The Racers
K. Douglas,
G. Roland,
B. Darvi
(Partly made in Europe)
(Color)
(CinemaScope)

Belle Starr's Daughter

Dakota Lil
(Reissue)

MARCH

Untamed
T. Power,
S. Hoyward,
R. Egan
(Color)
(CinemaScope)

A Man Called Peter
J. Peters,
R. Todd,
G. Esmond
(Color)
(CinemaScope)

Our Girl Friday
J. Collins,
K. Moore,
G. Cole
(Color)

UNITED ARTISTS

JANUARY

Black Tuesday
E. G. Robinson,
P. Graves,
J. Parker
(Goldstein)

The Beachcomber
G. Johns,
R. Newton
(Technicolor)
(Rank)

Battle Taxi
S. Hayden,
A. Franz,
M. Thompson
(Tors-Arthur)

FEBRUARY

Sabaka
B. Karloff,
N. Marcel,
J. Foray
(Technicolor)
(Made in India)
(Ferrin)

Canyon Crossroads
R. Basehart,
P. Kirk,
S. Elliott
(Joyce-Werker)

The Good Die Young
L. Harvey,
G. Grahame,
R. Basehart
(Remus)

MARCH

U.-INT.

JANUARY

So This Is Paris
T. Curtis,
G. DeHaven,
G. Nelson
(Technicolor)

Destry
A. Murphy,
M. Blanchard,
L. Nelson
(Technicolor)

West Of Zanzibar
A. Steel, S. Sim,
E. Connor
(Technicolor)
(Made in East Africa)
(Rank)

FEBRUARY

The Far Country
J. Stewart,
R. Roman,
C. Calvet
(Technicolor)

Six Bridges To Cross
T. Curtis,
J. Adams,
G. Nader

Abbott and Costello Meet The Keystone Kops
B. Abbott,
L. Costello

MARCH

Captain Lightfoot
R. Hudson,
B. Rush
(Technicolor)
(CinemaScope)
(Mode in Irelond)

Smoke Signal
D. Andrews,
P. Laurie
(Technicolor)

Land Of Fury
J. Hawkins,
G. Johns
(Eastman color)
(Mode in New Zealand)
(Rank)

WARNERS

JANUARY

Young At Heart
D. Day,
F. Sinatra,
E. Barrymore
(WarnerColor)
(Print by Technicolor)

FEBRUARY

The Silver Chalice
V. Mayo,
P. Newman,
J. Palance,
P. Angeli
(WarnerColor)
(CinemaScope)

Unchained
E. Hirsch,
B. Hale
C. Morris

MARCH

Battle Cry
A. Ray,
M. Freemon,
V. Heflin
(WarnerColor)
(CinemaScope)

New York Confidential
B. Crawford,
A. Bancroft,
R. Conte

OBSERVATIONS

Feb. 12—Lincoln's Birthdoy
Feb. 14—Valentine's Day
Feb. 22—Washington's Birthdoy

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
FEBRUARY		6	14	22
MARCH	1-30	8	16	23

FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

BUENA VISTA

Jan.—20,000 Leagues Under The Sea



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GARY COOPER • BURT LANCA
starring film
"VERA CRU
which co-stars
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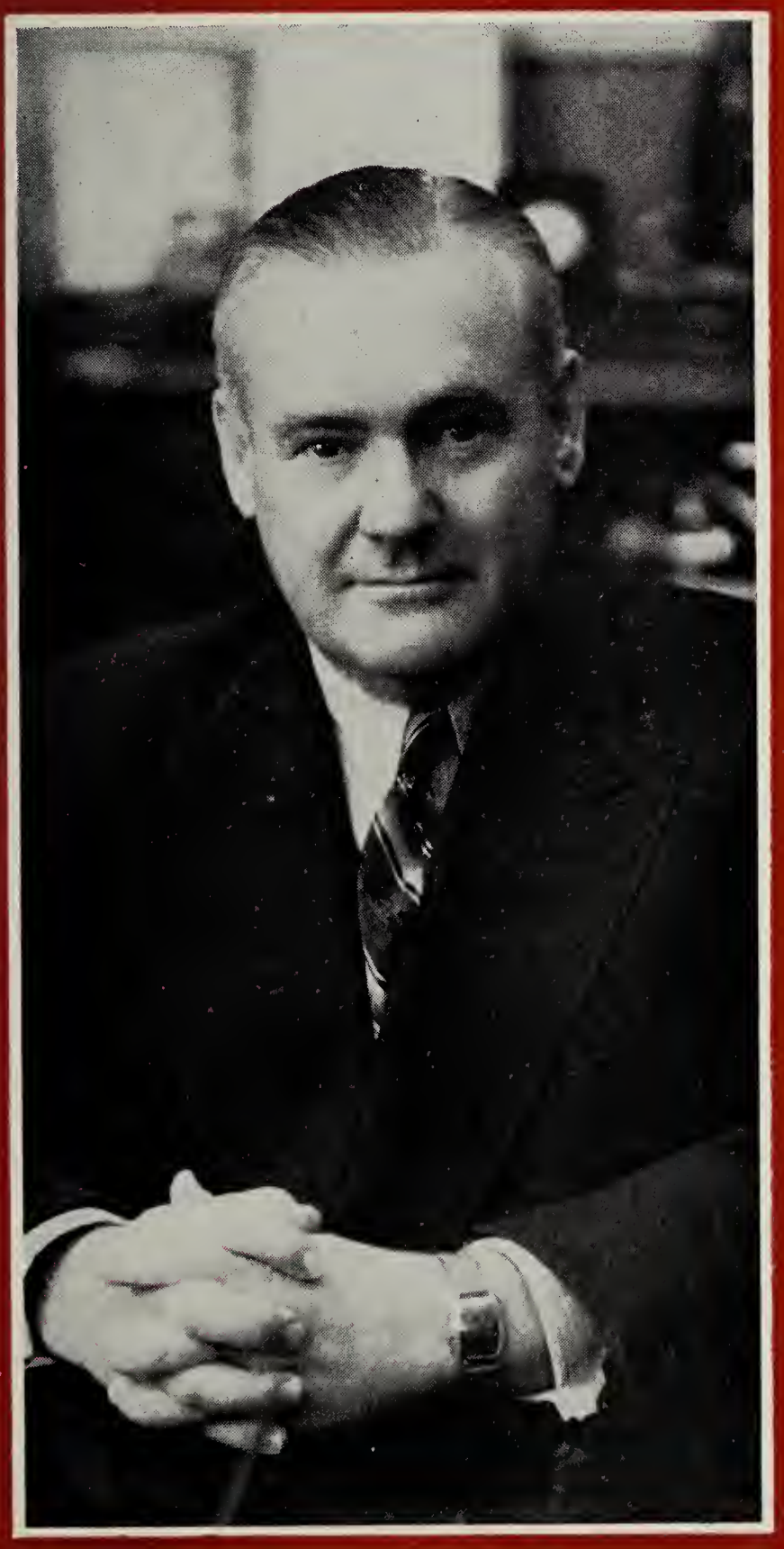
MOTION PICTURE

EXHIBITOR

FEBRUARY 9, 1955 GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

IN TWO SECTIONS • THIS IS SECTION ONE



N. Y. Exhibitors Win Tax Point

(page 7)

"Right Suit . . . Wrong Customer"

(editorial)

AND FEATURING: EXTRA PROFITS

Seen is Harry C. Arthur, Jr., board chairman, Southern California Theatre Owners Association, whose organization asked the government last week to continue the ban prohibiting large theatre companies from acquiring new properties, as divestiture ended.

M·G·M
PRESENTS IN
CINEMASCOPE
and
COLOR

SPENCER TRACY ROBERT RYA



BAD DAY AT BLACK ROC

ANNE FRANCIS · DEAN JAGGER · WALTER BRENNAN · JOHN ERICSON · ERNEST BORGNINE · LEE MARVIN · RUSSELL COLLINS · Screen Play by MILLARD KAUFMAN · Adaptation by DON McGUIRE Based On a Story by HOWARD BRESLIN · Photographed in EASTMAN COLOR · Directed by JOHN STURGES · Produced by DORE SCHA

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NATIONWIDE BUSINESS TOPPING TOP-HITS "LONG, LONG TRAILER" AND "EXECUTIVE SUITE"!





HOLLYWOOD REPORTER says:

"It has the chill and intensity of 'High Noon'."

TIME MAGAZINE says:

"Starts M-G-M off on the new year with its best footage forward. Spencer Tracy at his best."

EXTRA!

LIFE MAGAZINE
with Spencer Tracy cover and 4-page section January 31st issue (out January 27th)!

And Here's Another



PRESS TIME FLASH!

"HIT THE DECK" Screened in M-G-M's Projection Room this week is terrific! Fastest star-happy, laugh-packed CinemaScope—Color Musical of the Season!

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MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

FEBRUARY 9, 1955
VOLUME 53 NUMBER 15

RIGHT SUIT . . . WRONG CUSTOMER!

ONE OF THE SILLIEST SUITS currently being pushed by the Department of Justice is the so-called "16mm. Anti-trust," that recently roped in a flock of theatre owner associations to add to the bundle of producers and distributors originally named as defendants several years ago. It almost looks as though the Justice boys ran out of material and, in desperation, grabbed at anything. Certain it is that if they had shown any interest in this industry, even since their suit was filed, they would realize that most, if not all, of those theatre owner associations couldn't agree with producers and distributors on the time of day. And vice versa!

Of course, this was a silly suit to begin with, and most industryites believe it was instituted as much in an effort to help the first faltering steps of the new TV industry as in any belief that the 35mm. motion picture industry was erring in protecting its products and its normal outlets. The rejuvenation and rescheduling of this suit at this time, when our industry is attempting to file a fair answer to the threat of toll-TV, could again reflect the efforts of the powerful TV interests.

And, speaking about TV interests reminds us of some other customers for antitrust action if those Justice boys are looking for something to do.

How about the newspapers?

Look around and notice how many of them, by dint of licensing of the news wire services and by merger, are now either alone in, or peacefully "cohabiting" with one another in the leading cities of the land.

While selling the same circulation to all advertisers, they arbitrarily set a rate on the advertising of the local theatre that is higher than and sometimes double that paid by any other local retail merchant. Critics, often unqualified and seldom initiated in even the basic rudiments of popular entertainment, have complete freedom to lambast and advise readers to avoid the very pictures currently advertised. "Egg-head" writers, of little judgment or ability other than the college requirements in English composition, "talk down" domestic motion pictures as moronic, and only find the arty imports worthy of their grudging praise.

And now, one after another, the opulent big publishers have expanded into radio and TV. In one of the largest industrial cities of the nation, having three TV stations, two of them are owned by the two newspapers that peacefully dominate the morning and evening fields. In another city of 125,000 there is now only one publishing company publishing a morning and an evening paper (with special high rates to advertisers who don't use both), and operating the one TV station of the area. With minor variances this same situation can be repeated section by section across the country. And where TV station ownership exists, the attention to TV programs and the praise for everything that is TV is dramatically obvious. The same pictures that stunk five or ten years ago when they played the local theatre somehow take on a nicer odor and are "recommended for your evening's entertainment" when they play TV.

This is just a rough outline. There is much more that could be added, some specific and some general. And a monopoly of the public's information could be much more dangerous to the American life than a monopoly of its entertainment, or of its automobiles, or of its cigarettes.

So, if the Justice boys have some spare suits, we'd like to suggest some customers we really feel they can fit.

(For additional comment on the above subject, see editorial box on page 8)

SMART THEATRE MANAGEMENT

WE LIKE the recently announced policy of the Walter Reade Circuit under which teachers in the various public and private schools in the areas served by their theatres will merit a special reduced admission scale. There is probably no one group of the potential movie patronage that is in such a responsible position to cultivate and form the opinion of the future. However, teachers' income has not kept pace with rising costs. They could use a break!

As an industry we pride ourselves on the fact that our entertainment offerings have become more mature, and that our interprctations of the classics and of historical fact add materially to the culture of the nation. If we are right, the teachers of the land should be the first to recognize it, and we should do everything possible to win their approval and recommendation.

Jay Emanuel

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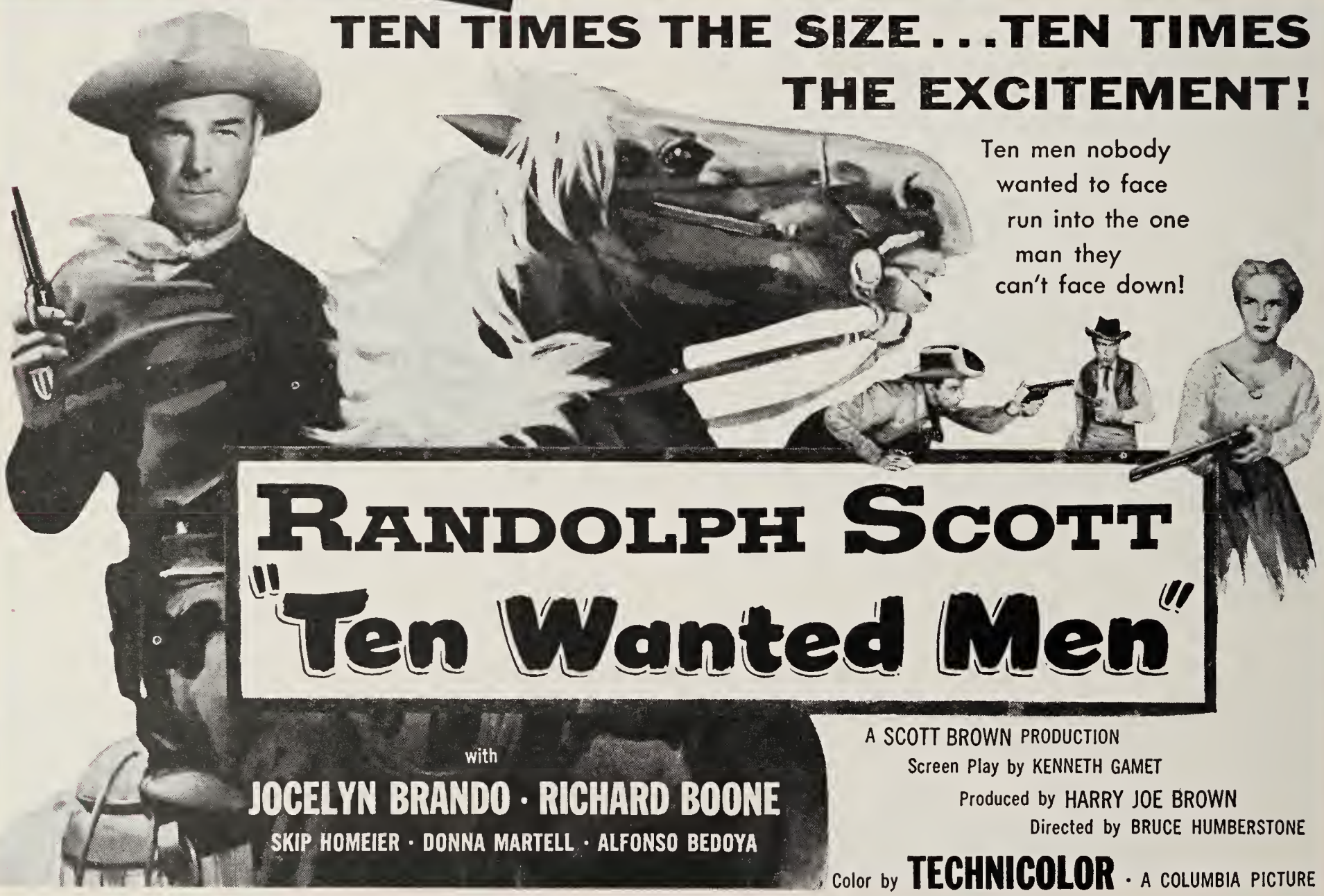
FOR FEBRUARY

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Ten men nobody wanted to face run into the one man they can't face down!



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SKIP HOMEIER · DONNA MARTELL · ALFONSO BEDOYA

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Produced by HARRY JOE BROWN

Directed by BRUCE HUMBERSTONE

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BLAZING BARBARY ADVENTURE!

COLUMBIA PICTURES presents

Pirates of Tripoli



GLORIOUS ADVENTURE!

SEE the underwater fight for sunken treasure!

SEE an armada sink in flames!

SEE the sack of a whole teeming city!

SEE the theft of a princess — the most dangerous game of all!

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starring

PAUL HENREID · PATRICIA MEDINA

Story and Screen Play by ALLEN MARCH • Produced by SAM KATZMAN

Directed by FELIX FEIST

BARE PRISON LOVE NEST!



THIS ONE'S DYNAMITE!

WOMEN'S PRISON

IDA LUPINO

JAN STERLING

CLEO MOORE

AUDREY TOTTER

PHYLLIS THAXTER

and

HOWARD DUFF

Screen Play by CRANE WILBUR and JACK DeWITT • Produced by BRYAN FOY • Directed by LEWIS SEILER • A COLUMBIA PICTURE



ebruary engagements of Columbia's THE LONG GRAY LINE

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

IFE's Jonas Rosenfeld, Jr., predicts a "class mass" audience of 5,000,000 for opera films in U.S. (page 12).

Exhibition

Southern California Theatre Owners Association asks the Justice Department to continue the ban against expansion of large theatre companies (page 7).

Financial

Warners' first quarter earnings are high, stockholders told, but decrease is forecast (page 10).

RKO's financial report shows income from cash and interest (page 12).

National Theatres reports a decline in income over corresponding quarter in previous year, but a rise is predicted (page 15).

International

Canadian women's clubs combine to rate films; new distribution organization to succeed British Lion approved in England; and Westrex officials meet in Switzerland (page 14).

Legal

Appeals court reverses decision which freed Loew's, RKO, and RKO Theatres as defendants in Chesapeake Industries suit (page 6).

The New York Supreme Court rules that the city has no power to collect admission tax breakage in excess of five per cent (page 7).

Mel Konecoff

Paramount's product short on its first 10 VistaVision features is commented upon; Columbia honors Marty Maher, whose life is portrayed in "The Long Gray Line"; Arthur Lubin, director, comments on filmmaking abroad; and other miscellaneous items are covered (pages 6 and 15).

Organizations

Ben Marcus informs the National Allied board that he will not stand for reelection (page 7).

COMPO reports that industry press relations have improved but cites the danger of TV-newspaper tieups (page 8).

Allied board cites film rentals as top industry problem (page 8).

President E. D. Martin names heads of TOA committees (page 10).

Production

Walter Mirisch, Allied Artists' executive producer, cites the company's top talent lineup as it enters its 25th year (page 17).



Upon his recent return from a survey of Latin America, Arnold M. Picker, left, UA vice-president in charge of foreign distribution, predicted to Louis Lober, general manager of the foreign department, that the company will double its 1954 gross in that market during coming year.

NEW YORK
By Mel Konecoff

GRATIS NOTE: Paramount last week unveiled its two-reel short, "Paramount Presents VistaVision," which presents scenes from the first 10 features made by the company in the improved photographic process. It intends to supply the subject to theatres gratis so that customers can get a glimpse of what is in store for the future from the Paramount studios, and toward that end a total of 500 prints are on order with Technicolor. All will be working by mid-March. The result is interesting, educational, and calculated to whet the appetites of patrons especially where the theatres play Paramount product. Scenes from the following films are presented: "White Christmas," "Run For Cover," "The Trouble With Harry," "To Catch A Thief," "The Seven Little Foys," "We're No Angels," "The Far Horizons," "Three Ring Circus," "Strategic Air Command," and "Lucy Gallant." The photography is nice and clear.



KONECOFF

HONOR DEPARTMENT: Retired army sergeant Marty Maher, on whose life at West Point Columbia's "The Long Gray Line" is based, was honored with a luncheon at the Lambs Club last week. Columnists, sports writers, and other representatives of the press were on hand, as were several well-known West Point oldtimers who attended while Maher was in action. General Albert Wedemeyer, General Willis Crittenberger, and three former Army All-American football stars Elmer Oliphant, Gene Vidal, and John McEwan paid tribute to Maher and related some stories concerning his activities at the Point. He got even and did the same on them.

The observation may be made that he looks pretty much like Tyrone Power, who

(*Continued on page* 15)

BROADWAY GROSSES

(As of this Monday)

Boxoffice Freeze Continues

NEW YORK—Old Man Winter had Broadway first-runs in a deep freeze over the weekend with the inclement, to say the least, weather blamed for the off-beat business in most spots.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Battle Cry**" (Warners). Paramount was heading toward a most satisfactory $90,000 opening week.

"**The Racers**" (20th-Fox). Roxy announced $24,535 for Thursday through Sunday, with the opening week sure to top $45,000.

"**The Bridges At Toko-Ri**" (Paramount). Radio City Music Hall, with stage show, hit $84,000 for Thursday through Sunday, with the third session heading toward $128,000.

"**The Country Girl**" (Paramount). Criterion claimed the eighth week would tally $35,000.

"**Bad Day At Black Rock**" (MGM). Rivoli reported the first week would top $25,000.

"**Cattle Queen Of Montana**" (RKO). Globe was down to $8,000 on the second week.

"**The Americano**" (RKO). Mayfair dropped to $10,000 for the third, and last, week.

"**20,000 Leagues Under The Sea**" (Buena Vista-Disney). Astor claimed $36,000 for the seventh week.

"**Unchained**" (Warners). Victoria reported that the second week would hit $13,000.

"**Vera Cruz**" (UA). Capitol announced that the last five days of the seventh week would be around $16,000.

"**The Violent Men**" (Columbia). Loew's State was heading toward $18,000 on the second week.

Chesapeake Decision Reversed

NEW YORK—The United States Court of appeals last week reversed a Federal District Court ruling that Loew's, RKO Theatres, and RKO Film Booking Corporation were released from the $15 million anti-trust action filed by Chesapeake Industries in the contract covering the transfer of Chesapeake's assets to United Artists.

The action against Chesapeake Industries was filed in October, 1950, by Eagle Lion Classics, who also named Loew's, RKO, Paramount, Warners, 20th-Fox, Columbia, and United Artists as defendants. Eagle Lion's assets were sold to United Artists in 1953, and the contract released United Artists from claims in the lawsuit.

Arnall Keeps Post

HOLLYWOOD—Governor Ellis G. Arnall was reelected president, Independent Film Producers Export Corporation, last week.

The meeting of the executive committees of the Society of Independent Motion Picture Producers and IFPEC also named as officers of IFPEC, Gunther Lessing, board chairman; Marvin L. Faris, vice-president and secretary; and George Bagnall, treasurer. The committee also voted to continue its membership in the Motion Picture Industry Council, with the same contribution as last year, $2,500.

Exhibs Win Round In New York Tax Fight

Marcus Not To Stand For Allied Re-election

WASHINGTON—In a letter to board members of Allied States, President Ben Marcus announced last week that he will be unable to offer his services as a candidate for reelection to the office of president for a second term.

Marcus stated that "due to the heavy penetration of new TV stations in our area during this past year, it created a tremendous pressure and demand on my time and personal efforts in the operation of my circuit of theatres, in addition to my organizational activities. At times, the pressure was so great that it was almost beyond human endurance, and my doctors advise me that unless I limit some of this activity, I am faced with a complete physical breakdown."

Marcus pointed with pride to the accomplishments of Allied during this past year on behalf of independent exhibitors. He enumerated the appointment of regional vice-presidents; the stereophonic sound issue which was successfully resolved; the formation of the Emergency Defense Committee; the Declaration of Emergency, which document he referred to as a milestone in the motion picture industry; the action taken by the E.D.C. against Columbia and its successful solution and amicable settlement with Columbia; and the effort by Allied leaders in the successful fight for elimination of the admission tax.

Marcus declared that there was no other group or organization that is more important to the welfare of the independent exhibitor than Allied. He promised to be willing and ready to contribute his time, effort, and money to help preserve this great organization. He offered his unlimited support whenever called upon to act in whatever capacity by the leadership of Allied, and promised his utmost cooperation and support to the new officers and directors who will be elected for the coming year.

Marcus also answered a letter from E. D. Martin, president, TOA, and expressed pleasure that a report that TOA was opposed to Allied's Declaration of Emergency was found to be erroneous.

He stated that exhibition's problems were "identical and numerous" and invited all exhibitors to support the Declaration of Emergency Defense Committee. Marcus also stated that he would refer to the Allied board Martin's suggestion that committees of TOA and Allied meet to discuss cooperative action.

Censorship Appeal Planned

NEW YORK—Times Film Corporation will appeal to the courts the Maryland State Censor's rejection of the French film, "The Game Of Love," it was announced last week by William Shelton, vice-president in charge of sales.

The corporation is still waiting for a decision on its appeal for reversal of the Pennsylvania censor's rejection of the film, and will institute a suit in the Court of Common Pleas if the rejection is upheld.

SCTOA Asks Extension Of Circuit Expansion Ban

HOLLYWOOD—The Southern California Theatre Owners Association last week urged the Department of Justice to "view with greatest concern" efforts of the "giant theatre companies formed from acquisitions of former producer-theatre owning defendants, to further expand their theatre properties."

Calling such companies monopolistic by reason of their very size, the SCTOA claimed that independent theatre owners could not compete on fair and reasonable terms with the purchasing power of these giant companies, and that the Justice Department should continue in effect those rulings in the case of the United States versus Paramount which restrained the companies formed by the breakup of the producer-exhibitor combines from buying new theatre properties. The resolution hoped that such rulings would be continued for a time sufficient to allow managers of new drive-ins to compete with the big companies entering the drive-in field. Copies of the resolution were sent to the Justice Department and members of Congress.

Government Concludes Case

BUFFALO—The government last week concluded its case in the contempt trial of Schine Chain Theatres.

Government attorney called 69 witnesses and presented about 960 documents in the trial, which started Dec. 9. It is expected that the Schine defendents will present their defense after a week's adjournment to permit them to prepare their case.

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Feature Reviews—"Treasure Of Ruby Hill" (Allied Artists); "The Long Gray Line" (Columbia); "Pirates Of Tripoli" (Columbia); "Ten Wanted Men" (Columbia); "Women's Prison" (Columbia); "They Were So Young" (Lippert); "Anchors Aweigh" (MGM); "Many Rivers To Cross" (MGM); "The Square Ring" (Republic); "Timberjack" (Republic); "Belle Starr's Daughter" (20th-Fox); "Dakota Lil" (20th-Fox); "The Racers" (20th-Fox); "Sabaka" (UA); "Smoke Signal" (U-I); "Battle Cry" (Warners); "Unchained" (Warners); "Animal Farm" (DeRochemont); "The Belles Of St. Trinian's" (Associated Artists); "The Game Of Love" (Times); "Long John Silver" (DCA); "Wedding Night Frolics" (Union).

Supreme Court Rules City Has No Power To Collect Breakage; Tax Held Valid, But Retrial Is Forecast

NEW YORK—Justices of the Supreme Court, Appelate Division, Brooklyn, ruled last week that New York City has no power to collect any tax on admissions in excess of five per cent.

Exhibitors in New York City have been withholding, with permission from a lower court, such "breakage" since the imposition of the admissions tax. Justice Gerald Nolan, presiding in the case, stated that it was not clear that the state legislature in its enabling act wished to prevent the customary practice of adding an additional cent wherever computation results in a fraction of one half cent or more. Since the language of the statute did not reveal "a clear intention to prohibit" such practice, he declared the local law to be valid, but definitely called the New York City major fraction ruling illegal, since its collection results in a tax of more than five per cent.

Although the Supreme Court, in its three to two decision, found the collection of the "breakage" illegal, Justice Nolan warned the exhibitors that they faced the possibility of criminal prosecution if they failed to comply with the law. He also refused to grant an injunction in the case.

Thomas Bress, attorney for Loew's, Inc., expressed the opinion that the decision of the court would probably send the matter back to the lower courts for a trial on all the issues. Although the attorney called the decision in the breakage matter a great victory for the exhibitors, the city was expected to sue for the monies collected on the grounds that the exhibitors were acting as the city's agents in the collection of the tax.

He urged exhibitors to continue to display signs telling their patrons to save their ticket stubs for possible tax refunds.

Stanley Buchsbaum, assistant corporation counsel in charge of the New York City excise department, revealed that he would seek permission from the Appelate Division to file notice of appeal with the Court of Appeals in Albany within a week or 10 days, hoping for a hearing about Feb. 21.

Polaroid Patents Upheld

WILMINGTON, DEL.—"Upon the stipulation and consent of the parties and their attorneys, and solely and upon that basis, without a hearing or adjudication based on proofs or counter-proofs," Chief Judge Paul Leahy, U. S. District Court, last week signed a "final consent decree" holding that three patents owned by Polaroid Corporation are valid and have been infringed by Multiplate Glass Corporation and Glendale Optical Company, Inc., permanently enjoining and restraining each of them from directly or indirectly infringing any claims of the patents, from offering or advertising so to do, and from aiding or abetting or in any way contributing to the infringement of the patents.

Industry Press Relations Better, But COMPO Report Cites TV Danger

NEW YORK—The motion picture industry's press relations have shown marked improvement in the last year, it was revealed last week by Harry Mandel, RKO Theatres, chairman, COMPO press relations committee, in releasing results of a nation-wide press survey conducted by COMPO regional press relations groups.

A tabulation of press relations reports covering 102 cities and towns showed that the attitude of the nation's newspaper editors toward the industry is generally sympathetic, Mandel said.

"The intensive missionary work done by COMPO regional press groups during the successful tax campaign," Mandel asserted, "made many newspaper editors realize that there is more to our business than they had been led to believe, and that it is very much to the newspapers' advantage to foster the prosperity of motion picture theatres. The COMPO ads in Editor and Publisher have supplemented the work of the regional committees, and the excitement caused by technological improvements and a succession of outstanding pictures has also been reflected in editorial columns."

Besides Mandel, those on the committee are Harry Goldberg, Stanley Warner Theatres, vice chairman; Oscar A. Doob, MGM; Jerome Pickman, Paramount; Ernest Emerling, Loew's Theatres; Gilbert Golden, Warners; and Kenneth Clark, MPAA. Charles McCarthy, COMPO director of information, has acted as coordinator.

The survey, suggested by Doob, was conducted by means of a questionnaire which was sent to 268 members of COMPO regional press groups several weeks ago. Replies to these questionnaires totaled 122.

The survey shows that 50 newspapers are giving more space to news of the industry than they did a year ago, and only 15 have reduced their movie news coverage. Some of this reduction took place in locations where newspapers have acquired an interest in, or control of, local TV stations. Seventy-five of the replies stated that local newspapers were sympathetic in their attitude towards the industry, and only 14 reported the local press as critical. Forty described the attitude as better than a year ago, and 11 as worse.

The majority of the papers in the areas reporting carry TV and radio program listings, some of them as paid ads. Exclusive of these listings, however, a large majority of the papers continue to give more free space to movies than they do to television and radio. Television coverage, however, has increased, particularly in those areas where newspapers own an interest in TV stations, but 74 replies indicated that movie space has not suffered as a result, and 28 replied that it had.

"Personal contacts with newspaper editors established by industry representatives during the tax campaign," Mandel said, "unquestionably resulted in a better editorial understanding of the industry problems. Many newspaper editors have been frank to admit that through these contacts and the Editor and Publisher ads they have been made aware of industry problems and difficulties of which they had no previous knowledge.



Barney Balaban, right, Paramount Pictures president, recently received at his New York office a citation by The National Association for Mental Health for "his outstanding contribution to the fight against mental illness by making possible a benefit premiere of "White Christmas" in Los Angeles in behalf of the Southern California Society for Mental Hygiene. Presenting the award is S. E. Judd, top officer, national Foundation.

"In order that we may continue to retain the good will of the nation's newspapers and improve our relations in those few areas where there is still some hostility, I think it is imperative that industry representatives improve and strengthen their press contacts, and take the initiative in frankly presenting their problems and viewpoints to local editors whenever industry developments or motives are likely to be misrepresented or misunderstood. I also think that industry representatives, particularly exhibitors in small situations, are missing an important bet in not bringing to the attention of local editors the series of COMPO ads now being published, as not all of them have had the opportunity to see and read these ads as they appeared. Extra copies are always available at COMPO headquarters."

Allied Interim Report Stresses Film Rentals

ST. LOUIS—The board of National Allied heard this week the interim report of Allied's Emergency Defense Committee, recommending a "field settlement" of the issue of film rentals.

The report, which describes the problem of film rentals as the "overshadowing economic problem of the industry," proposes that in the case of difficulties arising over the rental of a film, a meeting should be arranged between an Allied leader from the territory, a member of the Emergency Defense Committee, and the company's division manager or other executive. It is claimed that in such a conference, the EDC member could inform the exhibitor, and in some cases the division manager as well, of the practices and prices prevailing in other territories. That this may be necessary was indicated in the reports from Allied units in different territories, which indicated that the same company, in different localities, might be pursuing different policies. For instance, in Maryland and New Jersey, 20th-Fox is thought to be living up to its agreements with exhibitors, while in western Pennsylvania it is reported that 20th-Fox definitely is not. As to the question of which company is the hardest to get along with, out of 16 regions, six selected Paramount, two 20th-Fox, six Warners, and two U-I.

The EDC report made no recommendation in the matter of the proposed bill to regulate film rentals, stating that the mater should be left in the hands of the national board, which should be unembarrassed by a premature expression on the part of EDC members.

The report also stated that the recent tax cut did not aid small town and subrun theatres significantly, but contributed largely to the profits of the film companies.

It expressed disappointment that the proposed industry round-table conference was shelved until an agreement of arbitration was worked out.

FOOD FOR THOUGHT!

Subsequent to the writing of the editorial, "RIGHT SUIT . . . WRONG CUSTOMER," (see this issue) a very interesting press release credited to Harry Mandel, chairman, COMPO press relations committee, has come to hand. Relating to a tabulation of press relations reports, covering 102 cities and towns, taken up during recent weeks, Mandel states it showed that the attitude of the nation's newspaper editors toward the industry is generally sympathetic. In a further explanatory breakdown, the survey shows that "50 newspapers are giving more space to news of the industry than they did a year ago, and only 15 have reduced their movie news coverage"; that "some of this reduction took place in locations where newspapers have acquired an interest in, or control of, local TV stations"; that "75 of the replies stated that local newspapers were sympathetic in their attitude toward the industry, and only 14 reported the local press as critical."

Now there is a nice coincidence in numbers; "15 have reduced their movie news coverage" and "14 reported the local press as critical."

We suppose the very best in professional movie making, combining the world's best story with the biggest name actors and exhibited with the latest technical innovations, can expect antagonism, criticism, and a "bad press" from all newspaper publishers who have one foot in the TV bucket. When the movie theatre attendance figure increases in their area there is a good probability that the "Hooper" on any home TV viewing audience will decrease. And it is the viewing audience that the advertiser buys. Nobody has to draw pictures!

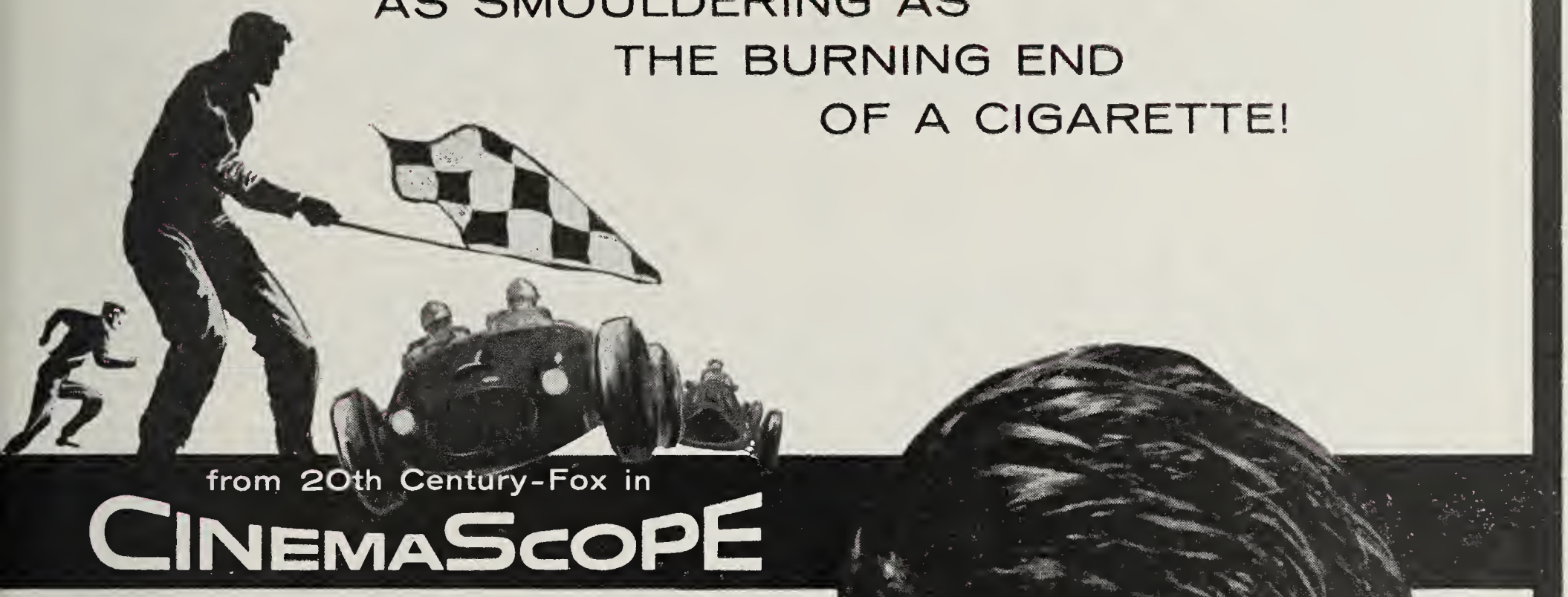
But if the Justice boys have trouble disposing of those 14 or 15 suits that they are trying to fit to the movie industry's wardrobe come next September, we'd like to recommend that they latch onto Harry Mandel's current survey as a prospect list.

—JAY EMANUEL.

Smouldering!

THE RACERS

IS A LOVE STORY
AS SMOULDERING AS
THE BURNING END
OF A CIGARETTE!



from 20th Century-Fox in

CINEMASCOPE

starring

KIRK DOUGLAS · BELLA DARVI · GILBERT ROLAND

also starring

CESAR ROMERO
LEE J. COBB
KATY JURADO

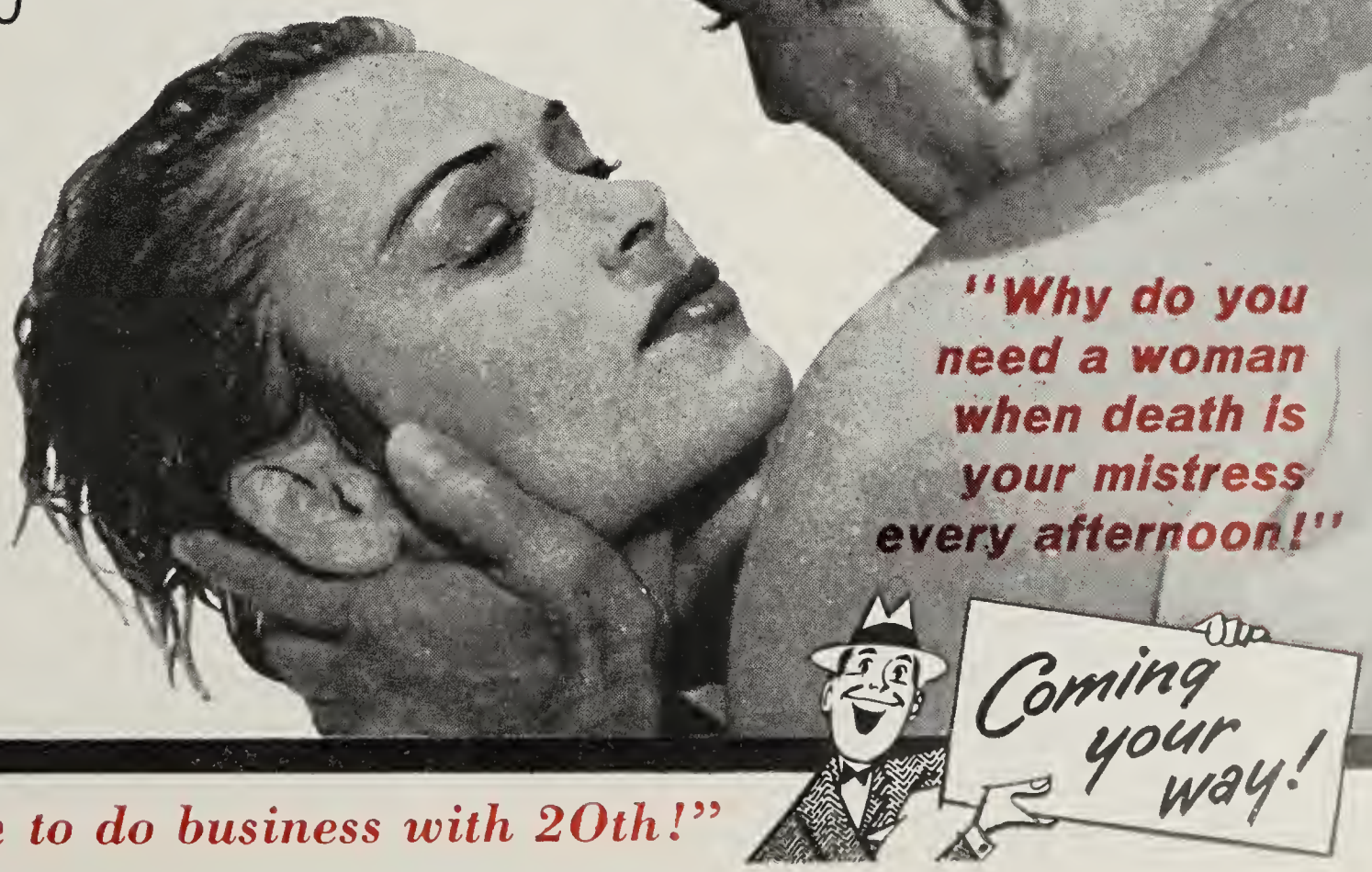
with
Charles Goldner
George Dolenz

Produced by
JULIAN BLAUSTEIN

Directed by
HENRY HATHAWAY

Screen Play by
CHARLES KAUFMAN

COLOR BY
DE LUXE



"Why do you need a woman when death is your mistress every afternoon!"

"It's a pleasure to do business with 20th!"

Warner's First Quarter Earnings High, But Decrease Is Forecast

WILMINGTON, DEL.—Stockholders of Warners were told last week at the annual meeting that there is no estimate of earnings for the present quarter, but based on December and January the operating results will not be as favorable as the first quarter which ended Nov. 27, 1954.

Former Federal Judge Hugh M. Morris, who presided at the meeting, announced that for the November quarter Warners and subsidiary companies report a net profit of $1,203,224 after provision of $1,300,000 for federal income taxes and $175,000 for contingent liabilities, or 48 cents per share. In the corresponding quarter one year ago, earnings were 30 cents per share or $765,000, after $825,000 for federal income taxes and $75,000 for contingencies.

Film rentals, sales, etc., after eliminating inter-company transactions, for the three months ended Nov. 27, 1954, amounted to $18,414,000 as compared with $15,825,000 for the corresponding period last year, Judge Morris said.

A charter amendment providing for the stagger system of electing directors in accordance with existing by-law provisions was approved by the shareholders, receiving the votes of 1,954,455 shares in favor, 20,614 against, and 103,386 not voting.

Stockholder I. Emanuel Sauder, Philadelphia, questioned the legality of the move in view of the previous day's decision by Judge Harry M. Fisher, Chicago, outlawing the stagger system as a violation of the Illinois constitution.

Robert W. Perkins, vice-president, secretary, and general counsel, Warners, pointed out that the Chicago decision was on the Illinois state constitution, and declared there is "no doubt" of the validity of the stagger system in Delaware. Judge Morris expressed doubt that any Delaware court would follow the Chicago decision in the face of a Delaware state constitution provision permitting the directorial stagger system.

Frank E. Schoonover, prominent Delaware artist, asked whether the charter amendment means a change in Warners meeting place. Perkins stated that it does not, although the new charter provision, like the old, permits meetings of stockholders to be held outside of Delaware if Warners' by-laws are changed to so provide.

Asked by Sauder whether Warners have any subsidiaries outside the "main business" of the company, Perkins said that Warners has some music companies but all subsidiaries are in entertainment fields related to production-distribution.

In an obvious reference to acquisition of International Latex by the no longer affiliated Stanley Warner Corporation, Sauder had asked whether Warners is in any unrelated business "like rubber pants."

"Why don't they say uranium?" Perkins asked, and Sauder replied, "Rubber pants is stretching a point."

Perkins, Albert Warner, Harry M. Warner, Jack L. Warner, and Waddill Catchings were all re-elected directors, with Catchings, who is listed in the proxy statement as owning no shares, receiving 2,078-241 votes and the others each 2,078,372.

Company executives attending the meeting included Edward K. Hessberg, assistant secretary, and Thomas J. Martin, auditor.

Greenberg To Australia

NEW YORK—Wolfe Cohen, president, Warner International, last week announced the promotion of Berry Greenberg from Far Eastern sales representative to the post of field division manager, with headquarters in Sydney, Australia. In his new post, Greenberg will have jurisdiction over Australia, New Zealand, Indonesia, Singapore, India, Afghanistan, Ceylon, Thailand, Burma, and Pakistan. At the same time, Cohen announced that Jack Dagal, Warner general manager for Japan, will also assume full supervision of the company's offices in Formosa, Hong Kong, and Indo-China.

New Code Edition Available

NEW YORK—A new edition of the industry's Production Code is being distributed by the Motion Picture Association of America to trade, public information sources, schools, and librarians.

The new edition replaces one that has been exhausted and incorporates code amendments adopted by the MPAA board last September and in 1952.

UA Theatre Stock Sold Out

NEW YORK—The 400,121 share offering of United Artists Theatre Circuit, Inc.'s common stock at $17 apiece was oversubscribed and the books closed, it was announced last week by Allen and Company, managing underwriter.

Freeman Honored By Fame

HOLLYWOOD—Y. Frank Freeman, vice-president in charge of studio operations, Paramount, has been selected by the editors of Fame Magazine to receive the 1955 Fame Achievement Award for the development of VistaVision.

The award will be presented on February 10 at a luncheon to be held at the Paramount studio commissary. The 1955 achievement award is the second that has been made, the first having gone to Spyros P. Skouras, president, 20th-Fox, for the development of CinemaScope.

Todd-AO Projectors Limited To Theatres

NEW YORK—The Todd-AO Corporation will sell Todd-AO projection equipment only to theatres, it was announced last week by H. S. Woodbridge, president.

The corporation will be the sole distributors of Todd-AO projectors, lenses, and screens. Prices for the equipment will be announced shortly. The corporation will follow a standard price policy for all theatres.

It is expected that delivery of equipment for showing of Rodgers and Hammerstein's "Oklahoma," the first picture made in the new process, will start in March.

Martin Names Heads Of TOA Committees

NEW YORK—E. D. Martin, president, TOA, last week announced the organization's standing committee chairmen for the new year.

They include organization and membership, George G. Kerasotes, Springfield, Ill.; Walter L. Morris, Knoxville, Tenn.; and Art Adamson, Portland; research, Myron Blank, Des Moines, and Elmer C. Rhoden, Los Angeles; COMPO, Samuel Pinanski, Boston, and Pat McGee, Denver; theatre television, S. H. Fabian, New York City, and Mitchell Wolfson, Miami, Fla.; national legislation, A. Julian Brylawski, Washington; state and local legislation, Robert E. Bryant, Charlotte; film reviewing, H. F. Kincey, Charlotte; labor relations, Duncan R. Kennedy, Chicago, Phillip F. Harling, New York City and Abe Blumenfeld, San Francisco; drive-ins, Jack Braunagel, Little Rock, and Ray Edmundson, Atlanta; arbitration, Alfred Starr, Nashville, Tenn., and R. B. Wilby, Atlanta; building and safety codes, Henry Anderson, New York City; concessions, Bert Nathan, Brooklyn, N. Y., and B. S. Convisor, Boston; theatre equipment and accessories, Joseph J. Zaro, Nashville, Tenn., Lucian E. Pope, Kansas City; and Edwin Gage, Oakhurst, N. J.; public relations, Jack Keiler, Paducah, Ky., and Emil Bernstecker, Atlanta; insurance, Gene Lutes, Frankfort, Ky.; Arthur H. Lockwood, Boston; and Ernest G. Stellings, Charlotte; and legal advisory council, Herman M. Levy, New Haven.

SDG Names Top Critic

HOLLYWOOD—Screen Directors Guild selected Harold V. Cohen, motion picture editor, Pittsburgh Post-Gazette, to receive the annual critic's award, it was announced last week by George Sidney, Guild president.

The award will be formally presented to Cohen at the Guild's award dinner at the Biltmore Hotel on Feb. 13. According to Sidney, "the award is conferred upon the critic whose reviews during the past year are judged to be most perceptive and conducive to betterment of motion pictures."

Hospital Collection Urged

SARANAC LAKE, N. Y.—The Will Rogers Memorial Hospital last week urged that although the official campaign period of the 1954 Christmas Salute is long passed, there are many scrolls still outstanding in the various exchange areas, and requested that all scrolls and every last dollar of contribution be rounded up and returned to the hospital's national office, 1501 Broadway, New York City.

Servicemen Invade Studios

HOLLYWOOD—The Los Angeles USO reported last week that 3,855 servicemen have made 682 tours through Hollywood motion picture studios in 1954. These special tours are arranged by AMPP in cooperation with USO.

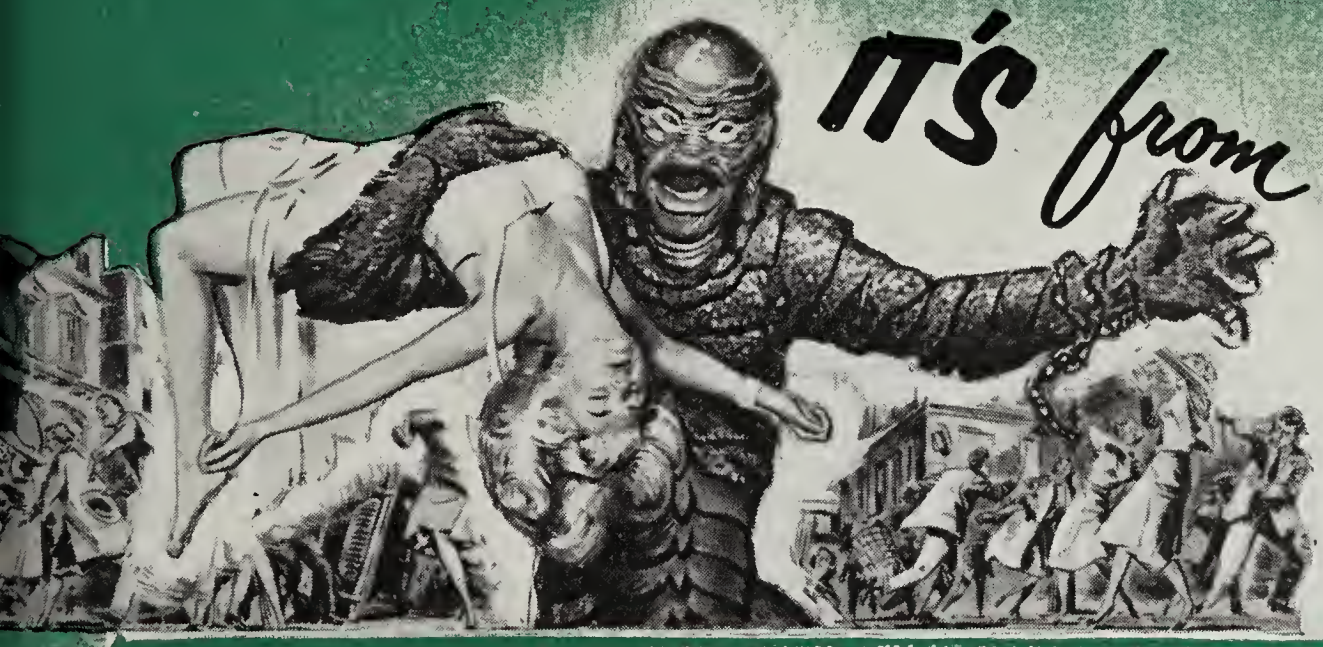
Harry Brandt A Grandpa

NEW YORK—Harry Brandt became a grandfather again last week when his son, Richard Brandt and Lois Brandt became the parents of a son, David, on Feb. 2. Claudia Brandt welcomed the arrival of her new brother.

YOUR PATRONS ARE NOW READY FOR A NEW THRILL-SENSATION

IN **3-D**

IT'S ALL NEW!
IT'S ALL EXCITEMENT!
IT'S from Universal!



UNIVERSAL-INTERNATIONAL Presents

REVENGE OF THE CREATURE

STARRING

JOHN AGAR
LORI NELSON
JOHN BROMFIELD

Universal International

with **NESTOR PAIVA** • Directed by JACK ARNOLD • Screenplay by MARTIN BERKELEY • Produced by WILLIAM ALLAND

Cash, Interest Boost RKO Financial Report

NEW YORK—In a financial statement released last fortnight by James R. Grainger, president, RKO Pictures, the company's estimated $30,000,000 capital-loss-carry-forward was reported to be still available, under appropriate circumstances, to be used as a set off against any capital gains made by the company.

The statement, dated Dec. 31, 1954, listed the company's assets at $17,833,567, $17-796,958 of which was listed as cash and the rest interest receivable. The report covered nine months and stated that of the $23,489,478 received from Howard Hughes for the sale of RKO Radio Pictures, $5,717,952 was used to redeem 952,-992 shares of its stock.

At the present time, the holdings of the company consist of the equivalent of at least $6 for every one of the 2,961,921 shares of stock now outstanding. The report gave no indication of any change in the status of the company, with Howard Hughes and the Atlas Corporation now owning the principal number of shares. The company, since its letter of December 16, 1954, has not renewed its offer to purchase outstanding stock at $6 per share, which expired on Dec. 31.

NT Divestiture Approved

WASHINGTON—The Department of Justice last week agreed to a final windup order for the National Theatres divestiture program.

The order permits four theatres originally required to be sold for use as theatres to be sold for any purpose. These are theatres where new drive-ins or other changed situations have increased competition in the area, according to Justice Department officials. They must be sold by Feb. 28, and it is claimed that arrangements have been made to sell them all for non-theatrical use.

Fox originally had to dispose of 110 theatres. Besides the four mentioned in the preceding paragraph, Fox has four more under long-term lease to National Theatres.

AA Reorganizing Exchanges

NEW YORK—Allied Artists is currently reorganizing its exchange operations in the domestic market along lines similar to the pattern found in other top film companies, it was announced last week by Roy Brewer, manager, AA branch operations.

Brewer is setting up his new office in New York to completely supervise the activities of the 17 AA owned branches and the 14 franchised distributors which handle AA product in the United States and Canada.

Loew Gifts N.Y.U.

NEW YORK—Arthur M. Loew, president, Loew's International, has made a gift of $300,000 to pay part of the cost of a new student residence at the University Heights campus of New York University. The new building will be named Loew Hall, in memory of Loew's father, the late Marcus Loew, who started in the industry 51 years ago as a penny arcade operator, and later merged his chain of theatres with the Goldwyn Company and Louis B. Mayer to form MGM.

"Class Mass" Audience Seen For Opera Films

DETROIT—Jonas Rosenfield, Jr., IFE vice-president in charge of advertising, publicity and exploitation, estimated last week that a "class mass" audience of 5,000,000 exists in the United States to support films such as "Aida."

Basing his estimate on a national survey being conducted by IFE, thus far covering over 250,000 patrons attending "Aida," Rosenfield pointed out that 56 per cent of the picture's audience had never before seen an opera, and 27½ per cent had not been to a motion picture in three years.

Rosenfield revealed that a number of Italian producers are preparing other musical dramas for the American screen, including "Madame Butterfly," "Andrea Cheinir," "Carmen," "Rigoletto," and "Joan At The Stake."

N.J. Allied Urges Clearance Changes

NEW YORK—A meeting of New Jersey Allied last week pledged the support of the membership of that body in the financial support of the anti toll-TV drive.

The action, announced after a membership meeting called by Wilbur Snaper, president, makes this body the first exhibitor group to endorse the fund raising efforts of the joint committee on toll-TV.

The meeting also produced one "serious complaint," which Snaper said would be put before the national board for remedial action. This concerned the plight of subsequent-run theatres which find their product shortage more acute because of extended playing in first-run situations. Snaper claimed that in view of this situation, clearances for sub-runs should be pegged on what he called "normal engagements," rather than from the end of the extended runs at first-run situations. He said that the problem was not related to the situation on Broadway, but to the smaller cities of New Jersey.

George Gold, chairman, legislative committee, was instructed to get an opinion on whether certain methods can be employed in playing bingo which would make the playing of the game valid in New Jersey theatres.



Adolph Zukor, chairman of the board, Paramount Pictures, recently observed his 82nd birthday in the Paramount studio commissary, where seen congratulating him are Y. Frank Freeman, vice-president and studio head; Don Hartman, executive producer, standing; and Eugene Zukor, son of the board chairman.

Skouras Pledges Aid In Toll-TV Struggle

HOLLYWOOD—Spyros P. Skouras, president, 20th-Fox, called upon producers last week to do as much as possible to aid exhibitors in their fight against toll-TV.

Stating that exhibitors face a very hard fight, Skouras gave assurance that the greatest effort of the Fox research department will be toward 35mm. developments on CinemaScope.

Skouras said that 1955 will be the greatest year in history for American pictures in the foreign market, due mainly to CinemaScope. He added that this is the first time in history that we can compete in foreign markets with domestic pictures.

As of Jan. 15, CinemaScope equipment has been installed in 10,775 houses in the United States, in the foreign market, in 4,000 houses with approximately 6,000 ordered and waiting to be installed. Skouras predicts that in 1955 there will be 15,000 domestic installations and 10,000 foreign houses showing CinemaScope.

Skouras called the biggest problem of the motion picture industry the improvement in free TV, and said that the answer to it was to make more and better pictures.

Lardner Case Continues

Washington — Twentieth Century-Fox last week urged the Supreme Court not to set aside a Circuit Court decision upholding its right to fire writer Ring Lardner, Jr.

Lardner was fired under the morals clause in his contract after he refused to answer House Un-American Activities Committee questions as to whether he had ever been a Communist. He brought suit, the District Court found for him, but the Circuit Court of Appeals reversed that decision. He then appealed to the Supreme Court.

The company filed a brief with the Supreme Court last week claiming that Lardner's actions had created a strong public feeling of disapproval towards the industry and that the firing of Lardner was justifiable.

Grainger Lauds Latin Business

HOLLYWOOD—J. R. Grainger, president of RKO Radio Pictures, Inc., returned last week after a two-week trip to Mexico City and Havana, Cuba.

Grainger was enthusiastic over the movie business south of the border. "In South and Latin America, as in this country, good pictures are doing great business," the RKO head stated. "Exhibitors are alert in exploiting the excellent product they've been getting. Two Mexican exhibitors, Gabriel Alacon and Manuel Espinosa, who control 350 top Mexican theatres, will play 'Underwater!' in Superscope, and as an example of their confidence in the future, the Espinosa brothers start construction in May of a 4,000-seat movie theatre in Mexico City."

"Desert" Honored

HOLLYWOOD—"The Living Desert" was awarded one of four honorable mentions given by the Uruguayan Film Festival at Punta Del Este. The Festival did not award any grand prize.

Other honorable mentions went to France for "Rouge et Noir", England for "Lesson In Love"; and Mexico for "Robinson Crusoe."

"A SHOCKER!

EDWARD G. ROBINSON OUTDOES HIS 'LITTLE CAESAR'!"

—N. Y. JOURNAL AMERICAN



"LOOMS AS A STRONG NEW ENTRY! NICE IN PROVIDENCE, BRISK IN PHILLY*, FINE IN CLEVELAND."

—Variety

***Shattered every opening day house record!**

Goldman Theatre

"BLACK TUESDAY"

The Day The Killers Die!

A LEONARD GOLDSTEIN PRODUCTION

DIRECTED BY HUGO FREGONESE

with PETER GRAVES · JEAN PARKER

Original Story and Screenplay by SYDNEY BOEHM

Produced by ROBERT GOLDSTEIN

thru UA

The International Scene.....

Canada

Women's Clubs Rate Film Entertainment

TORONTO—An interest in motion pictures may be aroused in the "lost audience" in Canada through issues of a Canadian Estimate of Entertainment Films sent out by 10 women's organizations.

Each month the bulletin reviews current films and "an estimate is designed to indicate to a reader whether there will be entertainment in that film for him." The estimate also classifies the picture as for children or not.

A suggestion has been made by Clare J. Appel, secretary, Canadian Motion Picture Distributors' Association, that all branches of distribution discuss the potential of these reports with exhibitors in order that the greatest benefits be derived from them. Significant in the bulletin is the fact that the women's organizations cover all segments of women's activities.

Exhibitors have been asked to cooperate with the local branches of the women's organizations, by providing display space to the bulletin in his lobby; having an influential woman member of one of the local organizations show the bulletin to the local newspaper; see that it is posted on public building notice boards; encourage the ladies to talk about them at their meetings, and invite member groups to his theatre from time to time.

Canadian Comment

Fred Leavens, who has purchased National Theatres, Ltd., three Ottawa houses, the Elmdale, Glebe, and Towne Cinema has formed Fredell Theatres Company, Ltd., to operate the theatres. In the announcement by National Theatres, it is stated booking will continue to be handled by the former owners, as well as the sale of confectionery products.

Of the 490 35mm. features that were before the Saskatchewan film censor in the year ended March 31, 1954, just four features were rejected, the report of Rev. D. J. Vaughan, film censor, just released, reveals. The board reviewed and stamped 525 shorts, seven serials, 312 news films, 539 trailers, and 812 advertising films. Eliminations were made in six features. The Saskatchewan censor operates in Winnipeg from where all film is shipped. He pays a rental fee to the Manitoba government for the use of Manitoba's facilities in censoring films. Altogether he approved 49 building permits.

A Halifax theatre managers' association, headed by Douglas Smith, Odeon-Garson Theatres, Ltd., supervisor in Halifax, will benefit the industry and the theatre-going people of the city, its president says. Other officers of the new association are Malcolm Walker, vice-president; Carlton Brown, secretary-treasurer; and Hilary Howes and John Aliotis, directors. Meetings will be held monthly, and the organization is open to all theatre executives.



E. R. Zorgniotti, executive vice-president, IFE, was recently named an official Knight of the Italian Republic Order of Merit by Nicolo De Pirro, director, Italian Bureau of Entertainment, in ceremonies held in Rome. Italo Gemini, president, AGIS, is seen congratulating Zorgniotti after the luncheon and medal-awarding ceremony.

The third house in Senneterre, Quebec, has been opened by Miss A. Pelchat, who operates both other houses in the town of 1,686. This is the only new house opened recently while there is construction on three other houses in Canada. One theatre under construction is W. C. Aiken's 480-seat Cardium, the first theatre in Drayton Valley, Alta. The other two are in Quebec, Lucien Bouchard's Parroissiale as the first one in Normandin, and S. Bode's Cinema at Sherbrooke and St. Lawrence, Montreal.

CINE CHATTER—Sharing married bliss are Herb Black, Famous Players head office booking staff, and Betty Ann Maidenberg, Toronto IFD staff. . . . Two theatres in Hamilton, the Downtown and Tivoli, were required to hold the hundreds of Spectator newsboys who turned out to the free show arranged by managers Paul Turnbull and Don Edwards. . . . The Royal George, Toronto, is now being operated as the Continental by Bob Lester, who also heads the operation of the Studio in the same city. . . . Molly Foreman, Alliance Films' Montreal manager, has resigned to work in New York City. . . . Manager Sam Berman, Norgan, Palmerston, Ont., presented a check from the theatre for $250 to the winner of the high school scholarship given by the theatre. . . . A pension scheme has been set up by George Altman, Mavety Film Delivery Service, for six of his lads. It is the only one of its kind in the industry in Canada. . . . IGA stores in Ottawa are now cooperating to present Foto-Nites at six theatres with the present jackpot totaling $3,800. . . . Day-and-date bookings are being set up by the Roxy, Dundas, two small villages outside of Hamilton, where Howard Binns and John Grant, respectively, are managers. . . . Regina City Council has boosted the per seat tax from 50 cents a year to 75 cents. . . . There are now 37 drive-ins in Saskatchewan, according to the latest count, with three near Regina, and three near Saskatoon, the largest centres in the province.

—HARRY ALLEN, JR.



A. Ramos Cobian, one of the owners, Cobian Film Circuit, San Juan, Puerto Rico, is now visiting the United States and recently was greeted at the U-I home office by Al Loew, U-I's supervisor for Latin America.

England

In London, the British government has approved National Film Finance Corporation's proposals for the formation of a new distribution organization to succeed British Lion. The new organization will continue British Lion's films and service contracts with exhibitors, and acquires the goodwill and assets of British Lion. NFFC holds 3,000,000 Pounds in debentures in the old British Lion and has agreed to expend 160,000 Pounds to satisfy British Lions debt. The net result of the operation will be an expenditure of 356,900 Pounds by NFFC against which it holds 600 shares of one Pound each, which represents the whole capital of the new company. The government approval was regarded as a means of maintaining British Lion production facilities, in addition to sustaining a third force against J. Arthur Rank and the ABC organization.

Japan

TOKYO—The Japanese government has called upon exhibitors, through the Welfare Ministry, to limit the time of their programs to two and one-half hours. The move was aimed mainly at those houses, particularly in rural areas, which have been showing double and triple bills with a running time of four hours or longer. The ministry claimed that such long shows polluted the air and prevented the theatre staff from cleaning up between shows. Voluntary cooperation was asked of the exhibitors, although it was stated that laws might be passed if cooperation was not forthcoming.

Switzerland

Managers of Westrex Corporations' subsidiary companies in Europe and northwest Africa attended a three-day conference in Zurich, Switzerland, convened by E. S. Gregg, president, Westrex, New York. The Westrex representatives who attended the conference were W. S. Tower, Jr., London; J. G. Van Erk, Basle; G. F. Van Weyenbergh, Brussels; F. De Renzis, Rome; J. P. Winter, Paris; J. L. Monnerot-Dumaine, Barcelona; C. Nygaard, Copenhagen; and A. C. Lenoel, Algiers. R. E. Warn, vice-president, Westrex, New York, was also in Zurich for this conference.

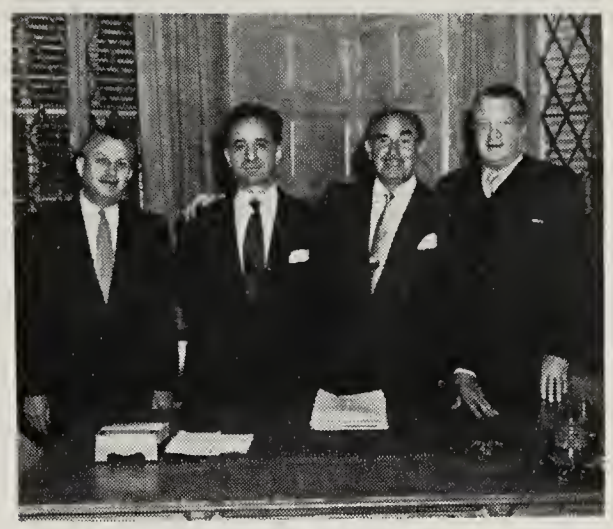
Konecoff (*Continued from page 6*) **plays him in the picture, which is pretty good casting one way or the other.**

DIRECTOR OF NOTE OR NOTES ON A DIRECTOR: Arthur Lubin, who has directed many fine films in his years in the business as well as many profitable ones, the Francis series for instance, was in town recently, having returned from England where he completed directing "Rebound" for producer Mike Frankovich who is releasing it through Columbia. He could only think of two reasons for making films in England and these are because someone has frozen currency there and because the film qualifies as a quota film. Then the government, through the Eady Plan, is ready to see that the producer gets back a goodly amount of the overall cost. Otherwise, England hain't what it's cracked up to be for filmmaking.

For instance, gripes Lubin in a nice friendly way, picture making is a slow, laborious process, with personnel trying to stretch out each production because they are employed on a per-picture basis and not steadily by a studio or company. If overtime is desired, the approval of the crews must be obtained, which is reluctant in forthcoming since the pay is so small and taxes so high that they rarely feel it's worth while staying extra periods. The crews aren't interested in whether or not they are in on the making of a good film, preferring to take their two 20-minute tea breaks come what may.

"Rebound," which stars Stewart Granger and Jean Simmons and is in Technicolor, was brought in under budget, according to Lubin, which is pretty good considering that he didn't at the start nor does he now know what the budget was supposed to be. He thought that the film would probably be released by Columbia in July. The director thought that the only reason British Technicolor was better than American Technicolor is because it takes them longer to turn out their footage, with rushes emerging three days after entry compared to the one day it takes here.

Don't get him wrong, though, he likes making pictures abroad, claiming it gives him a chance to see the country cheaply what with expenses and transportation paid. As a matter of fact, he will return to England to do another one for Frankovich and Columbia release, "Ghost Of Drury Lane." Also on his schedule for the future is another "Francis," with Donald O'Connor for Universal-International, "Francis Weighs Anchor." This is only naturally as he claims he's the only one that can make the mule walk.



Elia Kazan recently signed a contract with Warners calling for him to produce and direct a series of films for them over a period of years, the first to be "East Of Eden." From left to right are Ben Kalmenson, vice-president in charge of distribution; Kazan; Jack L. Warner, executive producer; and Mort Blumenstock, vice-president in charge of advertising and publicity.

Lubin sang the lament often used by actors that once he starts to do a series he gets typed, and its pretty tough to effect a change. For instance, he made the first five Abbott and Costello pix and no one wanted him for anything else until he took matters in his own hands and worked up a switch. The best way to do this, he claimed, was for the party concerned to go out and buy his own story material, prepare a script, and then interest the studios in the property.

THE METROPOLITAN SCENE: With the reissue of "Camille," starring Greta Garbo, to theatres by MGM, the Museum of Modern Art has been requested to cancel showings of the film as well as to withdraw it temporarily from national distribution to museums and other non-theatrical sources. . . . NYU is honoring Stanley Kramer, former alumnus, with a series of showings of his films for students and faculty. To be shown are "Champion," "High Noon," "Death Of A Salesman," "The Men," and "The Four Poster." . . . Posters tieing the opening of "The Racers" at the Roxy with the book are getting wide play.

This Was The Week When.....

Fine Arts Films, Inc., acquired the American distribution rights to "Rosanna," Italian film. . . . Elroy Hirsch embarked on a 14-city tour to publicize his latest film, Warners' "Unchained." . . . Republic directors voted a dividend of 25 cents per share on preferred stock, payable April 1 to holders of record on March 10. . . . Roxy Theatres, Inc., voted a quarterly cash dividend of 37½ cents per share on the outstanding preferred stock, payable on March 1 to holders of record on Feb. 15. . . . "The Naked Heart," made by Associated Artists in Canada, was set for its American premiere at the 55th Street Playhouse, New York, later this month. . . . Michael Todd signed Fred Zinneman to direct and Robert E. Sherwood to write the screen play for the Todd-AO production of Tolstoy's "War And Peace." . . . "Cinerama Holiday," second feature in the medium, had its world premiere at the Warner, New York.

The J. Arthur Rank production, "Doctor In The House," being distributed by Republic, was set to have its first American engagement at the 52nd Street Trans-Lux on Feb. 17. . . . COMPO sent to all state and Congressional district tax campaign committees valuable information on how to combat municipal efforts at amusement taxation, featuring a procedure found successful in Ohio. . . . DCA scheduled "The Stranger's Hand" for March 1 release and "I Am A Camera" for July 1 release. . . . George Murphy, MGM goodwill ambassador, again left Hollywood for a six engagement speaking tour.

NT Income Declines But Rise Is Predicted

Los Angeles—Consolidated net income of National Theatres, Inc., for the 13 weeks ended Dec. 25, 1954, was $546,416, or 20 cents per share on the 2,769,486 shares of stock outstanding, Elmer C. Rhoden, president, stated last week in a report to stockholders. The consolidated net income for the corresponding 13 weeks ended Dec. 26, 1953 was $655,582, or 24 cents per share, Rhoden said.

Theatre admissions and miscellaneous theatre income in the quarter were $2,650,000 less than in the corresponding 1953 quarter, Rhoden said, attributing the decrease in gross to "the phenomenal drawing capacity of 'The Robe'," which was exhibited in many of the circuit's key houses in the comparable quarter of 1953.

Rhoden also noted that the decrease in gross income was substantially offset by reductions in expenses, particularly film costs, and therefore the decrease in net income was limited to approximately $100,000.

Citing the many important attractions released over the holiday season and new product to be released in the coming months, Rhoden told the stockholders "we have reason to be optimistic about results for the current quarter."

The second annual stockholders meeting will be held at the corporation's offices on Feb. 15. With the president's report went checks covering a quarterly dividend of 12½ cents per share payable Feb. 3 to stockholders of record on Jan. 20.

Theatre TV Sees Good Year

New York—Nathan Halpern, president, Theatre Network Television, and William Rosensohn, vice-president, Boxoffice Television, last week both expressed the opinion that 1955 would be a good year for Theatre TV in the field of off hour commercial broadcasting.

Halpern predicted an increase in the volume of business telecasts, and said that TNT would again offer big boxing matches in the summer. Halpern was vague on the possibilities of securing a big entertainment "package" such as a Broadway show for presentation on closed circuit TV. He pointed out that the 112 theatres presently equipped for theatre TV could not afford to pay for such a package.

Film Council Elects Officers

New York—The Film Council of America last week announced the election of officers for 1955, including J. R. Bingham, chairman of the board; Dr. William S. Carlson, vice-chairman; Eddie Albert, secretary; William H. Garvey, Jr., treasurer; and Richard B. Sealock, member at large.

Others serving on the FCA board are Mrs. Oscar A. Ahlgren, Dr. John T. Caldwell, Louis de Rochemont, Roy Disney, David C. Fulton, Mrs. Franklin D. Roosevelt, Dr. John Slawson, Dr. Frank Stanton, and Dr. Paul Wagner.

Disney Officers Reelected

Hollywood—All members of the board of directors of Walt Disney Productions were reelected last week.

The vacancy created by the recent death of Edward Wadewitz was not filled. At the organization meeting of the board, all Disney officers were reelected.

COMPO Ad Hails Increased Film News

NEW YORK—Under the headline, "Bigger Audiences Mean More Readers," the 36th COMPO advertisement published in Editor and Publisher last week urges newspapers to give more space to news about motion picture activities.

"Managing editors, it seems to us," says the ad, "should have a special interest in the resurgence of the movie business. For the more people go to the movies the more they will be interested in reading about pictures and picture people. Several papers, we are happy to note, have become aware of this. Naturally, we are pleased. For a while there, a year or so ago, it looked as if newspapers had lost their faith in their movie pages. But no more. Now the tendency is the other way —more space, brighter layouts, fresh, alert news and comment. The reason for this reversal is fairly obvious. Better pictures, technological advances that give greater scope to theatre screens, reduction in the federal admission tax—all these and other factors have wrought a noticeable change in the people's attitude toward movies."

The ad points out that the industry has never lost its high regard for the movie editor, even when attendance was way down and the going was tough. In conclusion, the ad cautions editors not to underrate their movie editor "If you only give him a reasonable amount of space," it says, "he will get you new readers and at the same time will make the movie pages one of the most-read departments in your paper."

Academy Nominations Set For TV

HOLLYWOOD—Hollywood's own election night will go on TV for the first time when NBC radio and TV presents the Academy of Motion Picture Arts and Sciences nominations in a distinctly new format.

TV cameras in four widely separate locations in the film capital will show the reactions of top movie personalities as they learn which players, pictures and techniques are to compete for honors in the 27th Academy Awards presentation. The nominations show, presented on Feb. 12, will be followed by a showing of the actual awards in March.

Jack Webb will be master of ceremonies, and past award winners will act as host and hostesses.

"The Long Gray Line"

When a picture can make you laugh and cry at the same time, when it can wrap you up and keep you enthralled from start to finish without gimmicks or sensationalism, brother, that's an achievement. And that's exactly what Columbia does in "The Long Gray Line."

Ordinary adjectives are inadequate to describe this picture. There are no high dramatics, nor is there low comedy, but there is a transcendence of just plain humaness that has seldom been equalled on film.

One lives Marty Maher's life more personally than many people live their own, and Tyrone Power is Marty Maher in the flesh. To say he is superb in the part would be to suggest he was acting; actually, he was living the role, just as everyone who sees the picture will live Marty Maher's life along with him.

I came away from seeing the picture mopping my eyes and wondering why I was crying, for it's anything but a sad picture. It's real. It's warm. It's wonderful. For complete, unadulterated enjoyment, I recommend "The Long Gray Line" without reservations.

—JAY EMANUEL

Rhoden Sees Selling Need

HOLLYWOOD—Elmer C. Rhoden, president, National Theatres, warned the members of his organization in a letter written last week that it is necessary "to sell our attractions for dear life."

Stating that theatres "are hosts to a discerning public," which decides to "go out and see a show, or sit it out before their TV sets," on the basis of the quality of the picture, he urged that exhibitors remember that attractions must be presold, and that exhibitors must help the producers to do this job. "The moment you get a booking of an attraction, start to sell it," he wrote.

King Brothers Sue Columbia

HOLLYWOOD—Charging that their MPAA registered title, "The Syndicate," was appropriated and used in a low budget picture entitled "The Chicago Syndicate," King Brothers Productions last week filed a $1,000,000 suit against Columbia, Sam Katzman, Katzman Corporation, and Clover Productions, Inc.



Some 1500 inmates of the California Institution for Men, Chino, Cal., recently saw themselves in Warner's "Unchained" when the premiere of the film in which they appear was held on the grounds of the institution. The showing was held in the combination mess hall-theatre so that the inmates might be able to see it. Among the screen personalities and members of the press in attendance were, left to right, producer Hall Bartlett, Elroy Hirsch, Newton Arnold, Donald Crisp, Joan Vohs, Jimmy Starr, and Mrs. Starr.

About People

CHICAGO — Don Mack, vice-president, Filmack Studios, and Chicago television sales director for the past eight years, has been appointed head of the TV sales department of Filmack's newly-expanded New York City branch, it was announced last week. Irving Mack, president, Filmack, announced that Don Mack's appointment is part of the TV expansion of the New York plant, which has already been equipped with a complete studio for on-the-spot production of TV films, slides, and commercial industrial films; in addition to its regular production of special trailers for theatre use. Filmack's Chicago TV department sales will be directed by Lou Kravitz, newly-appointed vice-president in charge of sales, assisted by Jim McGahan, formerly with Ruthrauff and Ryan.

NEW YORK—Eric Johnston, president, Motion Picture Export Association, last week announced the designation of Joaquin D. Rickard as a special consultant to the Association. Rickard served as the Association's Latin American representative until early 1953. As the result of an injury sustained in an automobile accident in South America that year, he requested an indefinite leave of absence.

NEW YORK—David Hanna, who recently returned from an around the world exploitation trip with Ava Gardner for "The Barefoot Contessa," has been set by the Rogers and Cowan office to do special publicity on the DCA release, "Long John Silver." Hanna left for Washington and Baltimore to begin the campaign for the CinemaScope production, which opens in both cities around Feb. 24.

HOLLYWOOD—Stephen Bosustow has been reelected president and chairman, United Production of America, for the 10th time. Other officers reelected include Robert Cannon, vice-president; Don McCormick, New York, vice-president; T. Edward Hambleton, treasurer; Melvin Getzler, assistant treasurer; and M. Davis, secretary.

NEW YORK—Maria Van Slyke, director of national magazine publicity at Paramount for the last five and a half years, will join Rogers and Cowan as head of the publicity firm's motion picture division. Before her Paramount affiliation, Miss Van Slyke was film critic for Newsweek and a feature writer for the Journal-American and King Features.

NEW YORK—The American Broadcasting Company has announced the formation of a closed circuit program department to be headed by William Balaban, assistant program manager, WABC-TV, New York. The move was announced last fortnight by John H. Mitchell, vice-president, ABC-TV network.

NEW YORK—James L. Wolcott, executive vice-president, Pathe Laboratories, Inc., announced last fortnight that Albert A. Duryea, vice-president in charge of east coast operations for Pathe, had resigned. Wolcott stated that he will assume the duties which Duryea has been performing.

NEW YORK—George Schaefer has been retained as producer's representative for United Artists' "Sabaka," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

In The Newsreels

IN ALL FIVE:

Washington and New York: Congress leaders see President sign Formosa measure as UN vote invites Red China to meet for cease fire talk.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 12) Shetland Islands: Memory of Vikings sets off revel. England: Helicopter uses net in rescue. Italy: Preparations for Viareggio Mardi Gras. Boston: Santee sets mark for indoor mile. Germany: One-man sledding found upsetting. St. Paul, Minn.: Championship races on Lake Como during city's winter carnival.

NEWS OF THE DAY (Vol. XXVI, No. 246) Formosa: Refugees from Tachen Islands arrive. England: Helicopter uses net in rescue. Alaska: Operation Snowbird. Fort Knox, Ky.; Atom-power X-Ray. Arcadia, Cal.: Santa Anita Maturity. St. Paul, Minn.: Winter sport championships.

PARAMOUNT NEWS (No. 49) Fort Knox, Ky.: Atom-power X-Ray. France: Summer styles by Mme. Jacques Fath. Arcadia, Cal.: Santa Anita Maturity. Boston: Santee sets mark for indoor mile.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 644) India: Republic Day. England: Helicopter uses net in rescue. New York: Coats and cars for sporty springtime Boston: Santee sets mark for indoor mile. Arcadia, Cal.: Santa Anita Maturity. St. Paul: Winter carnival.

WARNER PATHE NEWS (Vol. 26, No. 51) India: Republic Day. Jerusalem: Girl volunteers train for Israel Army. England: Helicopter uses net in rescue. Fort Knox, Ky.: Atom-power X-Ray. St. Paul, Minn.: Ski championships at Winter Carnival. Italy: Tortoises race at Rome. Arcadia, Cal.: Santa Anita Maturity.

IN ALL FIVE:

Los Angeles: General Douglas MacArthur is 75.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 11) Formosa Straits: Latest films from crisis zone. England: "Flying bedstead." Germany: Ski jumping.

NEWS OF THE DAY (Vol. XXVI, No. 245) Taipei: Anti-Red rally. Formosa Straits: Latest films from crisis zone. France: Floods. England: "Flying bedstead." Washington: Haiti's President welcomed. Germany: Ski jumping. Vancouver, B.C.: Powder Bowl football.

PARAMOUNT NEWS (No. 48) Philadelphia: Patriotic appeal to save "The Olympia." France: Musical marionettes. Vancouver, B. C.: Powder Bowl football.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 643) Formosa Straits: Latest films from crisis zone. France: Floods. England: "Flying bedstead." Holland: Dutch princess christens oil tanker. Monte Carlo: Road races. New York: Golden Gloves.

WARNER PATHE NEWS (Vol. 26, No. 50) Formosa Straits: Latest films from crisis zone. Washington: Haiti's President welcomed. Washington: First Lady aids moms' march on polio. Kenya, Africa: Native heroes get medals from British. England: "Flying bedstead." Australia: Melbourne housewives scrub way to better looks. Chicago: Pool stars show tricks. Switzerland: Bobsledding at St. Moritz.



Joseph L. Mankiewicz recently concluded a deal to deliver four features of his Figaro film producing organization to United Artists for release. The first project under the new agreement, "The Story of Goya," will be made in Spain.

AA's Mirisch Cites Top Talent Lineup

HOLLYWOOD—Allied Artists enters its 25th year with the greatest array of top calibre star, producer, and director talent in its history, Walter Mirisch, executive producer, announced last fortnight.

The company's silver anniversary year also is marked by its emergence as a major studio and its affiliation with the Association of Motion Picture Producers, Inc.

On its roster of stars for recently completed and contemplated films are Jose Ferrer, Gary Cooper, Joel McCrea, Errol Flynn, Fred MacMurray, David Niven, Yvonne De Ralo, Barry Fitzgerald, Debra Paget, Raymond Massey, Mark Stevens, Diana Lynn, Cornel Wilde, John Derek, Sterling Hayden, Joan Bennett, and Richard Conte.

Among those producers and directors who will be affiliated with Allied Artists in 1955 are John Huston, Jose Ferrer, William Wyler, Billy Wilder, Walter Wanger, Samuel Bischoff, Mike Frankovich, Scott R. Dunlap, Richard Heermance, Vincent M. Fennelly, Hayes Goetz, Henry Levin, Jacques Tourneur, Don Siegel, and Charles Marquis Warren.

Drive-In Delegates Prepare Own Agenda

ST. LOUIS—The National Allied drive-in convention currently in progress appears to be one of the most successful yet, due largely to the efforts of convention chairman A. B. Jefferis, president, Mid-Central Allied, to get "the facts" from those attending the convention, via questionnaires, about what they would particularly like to have discussed. The film clinics this year are also divided into two parts, for the operators of large and small situations, while the usual subjects such as concessions and their equipment get their share of talk. These subjects include vending machines, car to car vending, promotion, advertising, publicity, playground equipment, facilities for handling traffic, cooperation with local officials, etc.

A principle speaker of the convention will be Harold Wolff, public relations council for the joint committee on toll-TV, who is expected to tell of efforts to prevent FCC approval of toll-TV.

On the entertainment side, George Murphy, MGM, will be toastmaster at the banquet session on the evening of Feb. 10.

The Pepsi-Cola Company will be hosts at a party to be held on the old Showboat "Golden Rod" and also at a cocktail party.

Exhibs Rally Against Toll-TV

DALLAS—Exhibitors from Texas and Indiana have pledged financial support to the Exhibitors Joint Committee on Toll-TV.

Texas exhibitor leaders pledged unanimous support and formed a committee to contact other exhibitors. H. A. Cole, chairman, Texas Allied, said, "the first aim of toll-Tv is to take away subsequent runs from theatres, and then graduate into the first run operations."

In Indiana, exhibitors are already organized, under the leadership of William Caroll and Marc Wolf, prominent Indiana showmen, to receive contributions which will be forwarded to the national committee's fund.



BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

UA's "Sabaka" Aided By Varied Campaign

NEW YORK—A three-pronged promotion to back United Artists' "Sabaka" with nation-wide store displays, contests, and eight solid weeks of TV network plugs has been set with Buster Brown Shoes, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The comprehensive campaign spotlighting the Technicolor spectacle will reach an estimated audience of 9,000,000 with a program slanted to both small fry and adults.

Implemented in the field by the Brown sales and dealer organizations and United Artists' exploitation force, the "Sabaka" co-op effort will spot impressive window displays at the 14,000 Brown outlets covering every exchange area in the United States and Canada. Exhibits, which will be pinpointed to local playdate, will feature the special 40 by 60 contest poster, window cards, and scene stills. To expedite store-theatre liaison, the shoe company has mailed all its dealers instruction bulletins for the promotion.

Important additional support will come from a coloring contest featuring young Nino Marcel, who makes his screen debut in "Sabaka." Prizes for the competition, which will be jointly run by exhibitors and Brown outlets in the area, will include Buster Brown Shoes and passes. A coloring contest mat, available at National Screen, will key heralds, and newspaper, radio, and TV publicity will back the competition.

Eight consecutive weeks of video bally for "Sabaka" will be beamed over 97 ABC-TV stations via the Buster Brown program, "Smilin' Ed's Gang," which stars Nino Marcel, the youngster who handles a key role in the film. The show will pitch a minimum of eight separate plugs for the United Artists release, alerting viewers to watch for openings in their locality. Scenes from "Sabaka" will also be featured on the program every week.

Theatre promotion will include special lobby displays, matinee discount tickets distributed through local dealers and lively street bally tying in the colorful Indian setting of "Sabaka" and Buster Brown co-op support. Schools will be brought into the campaign with screenings for teachers and educators and school-front distribution of heralds and contest announcements.



Manager Max Nayor and contestant, left, are seen recently examining the Manitowoc refrigerator at the Metropolitan, Boston, as part of the exploitation for Warners' "Young At Heart." The co-op tieup featured a life-size cutout of Doris Day with ample credits for the picture.

"Underwater!" Kit Created

NEW YORK—A king-size promotion kit, bound in painted lucite to simulate ocean water, has been created for local-level exploitation by RKO fieldmen on behalf of Howard Hughes' "Underwater!", it was announced last week by Walter Branson, world-wide sales manager.

The kit contains all advertising and publicity material prepared to date for the Superscope-Technicolor production, as well as special text and photo layouts on the recent underwater debut of the film in Silver Springs, Fla. In addition, the kit provides a detailed outline of suggested promotion campaigns, with information on tieups and how to utilize them in indivdual exploitation approaches.

Colored Theatre Tickets Can Save Patron's Life

SWEDEN—A Swedish hunter buried by an avalanche for eight days near Tarnaby saved his life by waving a red movie ticket he found in his pocket.

Evert Stenmark was saved when a search party saw the bit of red waving feebly at the end of a stick he had thrust up through the snow. Doctors reported Stenmark suffered frostbitten feet but otherwise was in good condition. He kept from starving by eating grouse he had shot.

The moral is, "Don't use white tickets; color may save a life."

Saturation Promotion Set For DCA's "Silver"

NEW YORK—A saturation promotion campaign designed to back up with maximum effectiveness the saturation booking of DCA's "Long John Silver" in 30 New England first runs, beginning Feb. 16, started last week in Boston. The New England territory has been divided into three areas. With Phil Knapp supervising, field men will work out of Boston, Providence, and New Haven tying up schools, newspapers, department stores, TV, and radio outlets for the multiple "Long John" promotions.

The cooperation of Boston's parochial schools in DCA's "National Long John Silver Essay Contest" is already assured. The grand prizes are college scholarships for students submitting 1,000 word essays on Robert Louis Stevenson and Long John Silver. Schools are being heavily circularized. Additionally, a quantity of 16mm. prints of a short, narrated by Robert Newton, showing how the picture was made, is being set up for school assembly programs. The short carries the contest details.

The same 12-minute subject is also doing duty on television with top time having been arranged for its showing on Yankee network stations. Transcriptions, stressing Robert Louis Stevenson and his contribution to literature, have been made available to radio outlets. Educational content of the platters assures maximum free time.

Newspaper promotions are being set up in Boston and in other key New England towns. They include a treasure hunt and coloring contest. Trip to Florida, Paper-Mate pens, merchandise, free tickets, and cash prizes are the contest baits. 200,000 Long John Silver eye patches will be distributed to kids during the week before the opening.

The DCA pattern of complete and specialized covering of individual areas will be followed in Washington and Baltimore where "Long John Silver" opens later in February. Already the New York campaign, headed toward an April opening, is underway with the essay contest having drawn support from educational leaders here. Macy's is cooperating in a city-wide treasure hunt, timed to coincide with the opening day.

Already in preparation are plans for promotional campaigns on DCA's next two releases, "The Stranger's Hand" and "I Am A Camera."

"Purple Plain" Boomed

NEW YORK—United Artists' "The Purple Plain," Technicolor romantic drama starring Gregory Peck, will be drumbeat to better than 2,500,000 readers throughout the country with a citation in the February issue of Seventeen magazine. The selection of the film, based on the best-selling novel by H. E. Bates, as a Picture of the Month continues the high-gear campaign booming the feature.

WANTED

SEVERAL EXPERIENCED THEATRE MANAGERS,

by Independent Circuit expanding in Philadelphia, Pa., area.

Excellent salary and good chance for advancement for responsible men who can manage and supervise. Permanent position.

WRITE TO BOX 158
M.P. EXHIBITOR, 246-48 N. Clarian St., Phila. 7, Pa.

FOR SALE

FREEZE-KING
FROZEN CUSTARD MACHINE
Used One Season
F. M. WESTFALL
THEATRES, INC. MARTINSVILLE, VA.

CANDYDLY SPEAKING

IF ANY ONE ITEM can be pointed out as that which aided the growth of extra profits operations in this country's theatres more than any other, it is probably popcorn. The street has been a two-way thoroughfare, however, for as concession stands in theatres became increasingly busy and contributed an ever-greater percentage of the total theatre income, theatres became an increasingly important retail outlet for popcorn.

AL CAPP has offered America the questionable suggestion that "what is good for General Bullmoose is good for the nation," but there is no question that what is good for the theatre business is equally beneficial for those individuals trading in popcorn. Happily, all parties involved give evidence that they are well aware of this fact.

SPRING IS NEARING, believe it or not, and The Popcorn Institute, which is responsible for much of the progress of the industry, recently announced the completion of plans for a huge spring promotion, a popcorn "jamboree." One of the most important facets of the campaign will be concentration on point-of-purchase merchandising, and, to this end, promotional material is available to exhibitors from popcorn processors or directly from The Popcorn Institute.

ATTRACTIVE DECORATIONS can be as much a contributing factor to concession profits as can the more readily evident necessity to keep the popcorn machine clean and the concession aides neat. Posters, banners, headpieces for aides, and special promotional caps are available and will certainly do much to make theatregoers popcorn conscious.

IN ADDITION to the above standard promotional gimmicks, wideawake exhibitors will come up with their own ideas to increase popcorn sales; circuits which have operated successful contests among their managers in the past will certainly repeat the efforts. In addition, the popcorn industry is now and will continue to be benefitted from national advertising tie-ups with other foods and beverages.

THE YEAR 1955 shapes up as a banner one for "King Popcorn."

—AL ERLICK

EXTRA PROFITS



A little bit of tinsel, several candy canes, and a few inexpensive decorations were all that Jack Pardes, manager, Walter Reade's Park, Morristown, N. J., needed to transform his candy stand into a gay holiday setting.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and cancessian industries.

50,000,000 times a day . . .
IT'S A MATTER OF **PREFERENCE**—

9,607 THEATRES*

now feature Coke!

***That's 78% of All Theatres Selling Beverages!**

. . . And no wonder. Coca-Cola is the most asked-for soft drink in the world. If Coca-Cola is not part of *your* profit picture, you're missing a bet . . . the best bet in the refreshment business.



SELL Coca-Cola
REG. U.S. PAT OFF.
for extra profit

. . . 9,607 theatres do!

"COKE" IS A REGISTERED TRADE-MARK

IPA Announces Plans For Pre-Spring Forum

NEW YORK—Lee Koken, RKO Theatres, senior director, theatre-concession segment, last week revealed International Popcorn Association's plans to sponsor a pre-spring one-day popcorn and concession merchandising forum at the Park-Sheraton Hotel on March 8. The confei-ence, which is eastern regional in scope, will include representatives from practically the entire eastern seaboard from Maine to Virginia, including all of New York State and the eastern half of Pennsylvania.

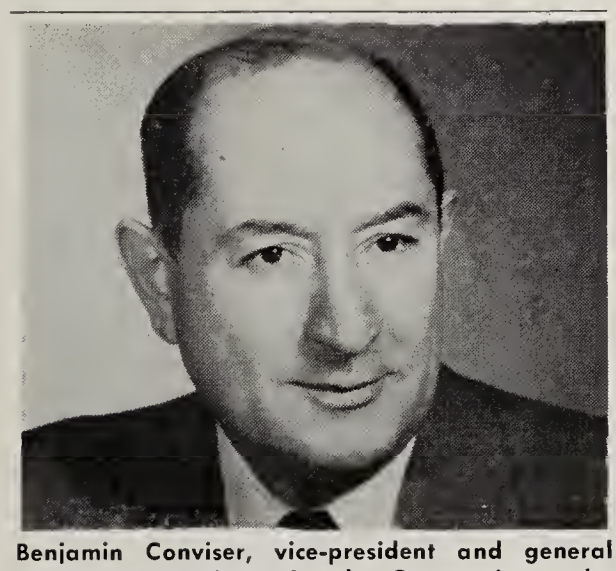
According to Koken, who has been designated general chairman by IPA president Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y., the forum will be made up of two separate segment meetings, manufacturer-wholesale and theatre and concession operators.

The manufacturer-wholesalers morning and afternoon sessions, under the chairmanship of IPA member Morrie R. Yohai, King Kone Corporation, New York City, will be devoted to a study of plant operation and sales for both popped and raw popcorn products. The morning concessions session will cover all phases of vending as it relates to indoor theatre operation. Afternoon discussions will be on similar subjects pertaining to drive-in theatres.

Arrangements call for a luncheon and cocktail party for those attending, plus prize drawings in both the morning and afternoon sessions. Koken has indicated that he hopes to announce a grand prize of a color television set. Only those attending both the morning and afternoon programs would be eligible for the grand award.

Serving as vice-chairmen in the promotion of this giant IPA regional conference are Carl Siegel, Stanley Warner Management Corporation, New York City; Nat Buchman, Theatre Merchandising Corporation, Boston; Lawrence S. Goldmeier, Poppers Supply Company, Philadelphia; Don Mayborn, Cornco., Inc., Baltimore, Md.; and Martin B. Coopersmith, The Marjack Company, Washington.

The conference will hear from Thomas J. Sullivan, executive vice-president, IPA, on the work of the association, and from William E. Smith, executive director, the Popcorn Institute, on promotional programs.



Benjamin Conviser, vice-president and general manager, American Supply Corporation, who has been appointed national co-chairman, concession committee, Theatre Owners of America, by E. D. Martin, president.

Popcorn Institute Sets Program For Annual Promotion Campaign

CHICAGO—Plans for a huge spring popcorn promotion to be conducted by The Popcorn Institute in motion picture theatres were announced at the Institute's annual meeting held recently. Designed to increase theatre sales and profits of popcorn, the promotion, the Spring Popcorn Jamboree, is an annual event sponsored by The Popcorn Institute. Featuring colorful point-of-purchase material and unique merchandising aids, the Jamboree is backed by intensive national advertising and publicity.

The merchandising material is built about a kit of 12 hard-selling point-of-purchase posters and banners. The 12 banners, each individually designed, are printed on four vivid colors of lithographed enamel paper stock, and have been created for display about the motion picture concession stand, stub box, box-office, and lobby. The material has been prepared specifically according to the requests of concessionaires and motion picture theatre operators, following an extensive survey made by The Popcorn Institute.

In addition to the point-of-purchase material, The Popcorn Institute is making available as part of the Spring Popcorn Jamboree attractive caps and headbands inscribed with the words "Hot-Fresh Popcorn" for use by the attendants manning the concession stands.

According to William E. Smith, executive director, The Popcorn Institute, the Institute will follow its usual policy of making all promotional material available to concessionaires and theatre operators for less than actual production costs. "Theatre operators have reported to The Popcorn Institute," Smith stated, "that the use of The Popcorn Institute's merchandising material has had a marked effect in boosting popcorn sales."

The Jamboree promotion is being backed by intensive national advertising as part of the joint Popcorn Institute-Kraft Foods popcorn promotion. The advertising campaign will feature full-page color ads in the comic sections of 79 of the large metropolitan newspapers in the United States in 78 major markets. In addition, popcorn will be featured on the weekly Kraft television program, "Space Cadets," on Saturday mornings. In addition to the intensive newspaper and television programs will be a five-star radio news line-up. The Kraft Mutual News will carry commercials five times a day, five days a week, covering a total audience of 50 million families. Tying-in on the promotion will be the International Popcorn Association and its member companies.

Promotional material is available from popcorn processors or direct from The Popcorn Institute, 332 South Michigan Avenue, Chicago. The supply of point-of-purchase posters and banners and concession attendants' caps and head pieces is limited. Theatre operators are urged to order promotional material immediately.



Seen above are some of the colorful and interesting point of purchase merchandising aids available to spur "Jamboree" popcorn sales.

Tri-State Exhibitors Discuss "Jamboree"

MEMPHIS—"Increase Your Popcorn Sales," a subject very close to the hearts of exhibitors and theatre concessionaires, was discussed by William E. Smith, executive director, The Popcorn Institute, at the annual convention of Tri-State MPTOA, comprising the states of Tennessee, Arkansas, and Mississippi, last month.

"Popcorn is an impulse purchase item," Smith told the TOA audience. "Thus, point-of-sale merchandising is essential in building popcorn sales and profits." The extensive promotional programs of The Popcorn Institute were explained in detail and exhibitors were shown how to tiein with these industry-wide campaigns through the use of point-of-purchase material made available by The Popcorn Institute.

The mechanics of The Popcorn Institute's "Fall Popcorn Promotion" and "Spring Popcorn Jamboree" were explained by Smith. Both of these major trade promotions are backed by vast advertising and promotional campaigns of tieins by national advertisers who are manufacturers of commodities that enjoy a community of interest with popcorn.

The Popcorn Institute's three dimensional "Happy Popcorn Man" and colorful "Animal Fair" point-of-sale posters were displayed. "Point-of-purchase material are proven sales builders," Smith said, and he urged in the strongest terms that exhibitors utilize the Institute pieces to the fullest extent. He stated that many theatre managers had found sales were increasing by using the material not only at the concession stand, but by displaying the smaller pieces at the box office and the stub box.

"The price for bulk popcorn is low compared to the ultimate sales price," Smith continued, "and in order to insure a high sales level it is essential that theatres purchase only top quality corn from reputable suppliers." To increase sales, he urged that the popcorn machine and concession stand be kept neat and appetizing at all times, and that attendants be immaculate in their attire. As an additional boost to popcorn sales, The

(*Continued on page* EP-7)



The prizes offered in the promotion with Pepsi-Cola were prominently displayed in the theatre, also serving as a boost to sales of the beverage.



Michael King presents the grand prize, a bicycle, to the winner of the contest at the Nortown. Six theatres participated in the holiday effort.

Beverage Tieup Brings In The Kids

IT has often been said that holidays belong to children, and it is certainly true that nothing offers theatremen a better opportunity to interest their patrons of the future, a community's child population, in motion picture entertainment. The movie habit, instilled early, lingers long, and not only do children bring extra dollars into the boxoffice register, but they also provide an excellent source of increased concession revenue.

The promotion-wise exhibitor has little trouble figuring out a gimmick on which to peg an extra holiday effort aimed at youthful citizens, and if the costs can be cut through intelligent merchant tieups, so much the better.

A three-way pre-holiday soft drink promotion, which can be utilized by practically any type of situation or soft drink company, certainly paid off for three weeks in six Toronto suburban theatres just before Christmas. Through the combined efforts of Harry Sullivan, Theatre Confections' manager, District A, Toronto; Syd Koffman, Pepsi-Cola Company; and six theatre managers, a promotion was lined up that resulted in above average Saturday matinee attendance, excellent sales, and local goodwill that can't be measured in dollars and cents.

The promotion was simple and the cost small when split three ways. Michael King, manager, Nortown, was the winning manager for the best displays, attendance and confection sales. Theatre displays were set up during the week of Nov. 29; on the following Saturday, the distribution of coupons commenced followed by the distribution of gifts. Theatres participating were the Donlands, Nortown, Midtown, Parliament, Prince of Wales, and Vaughan.

Each of the theatres gave away as main prizes one bicycle, two dolls, two holster sets, six cowboy hats, and, as supplementary prizes, 20 cartoons of Pepsi-Cola, 36 jars of unpopped corn, and sundry contributions by merchants. Theatre Confections, Ltd., the theatres, and Pepsi-Cola shared the costs of gifts equally, with the beverage company providing blotters, coupons for the bicycle drawing, and the 120 cartons of Pepsi-Cola, as well as incentive gifts to the theatre managers.

Advertising wise, the theatres provided standees, window displays, counter cards at concession stands, and space for lobby displays giving details of the promotion, dates, prize lists, etc. Pepsi-Cola provided advertising material, including large stand-up Santa Clauses, lobby display materials, handout blotters giving promotion details and publicizing the theatres participating in the event.

Every child entering a participating theatre was handed a coupon to be entered for the bicycle prize, which were deposited in a theatre receptacle. In addition, the purchase of a Pepsi-Cola at the candy counter entitled the child to an extra coupon.

As can be seen readily, the latter idea created considerable additional traffic at the concession stand, with purchases of items other than Pepsi-Cola also showing a pronounced increase as a result of greater impulse buying. Through the entire promotion, adults or children purchasing Pepsi-Cola during day or evening performances were given coupons.

At Saturday matinees preceding the final drawing, two-thirds of the gifts were given away by means of lucky seats or admission ticket stubs, with the draw for the bicycle and remaining gifts climaxing the promotion in each house.

Each theatre showed an increase in matinee attendance in contrast to a normal seasonal falling-off. All theatre managers were sold on the public relations value of the promotion and agreed that the stimulation of good will is highly important with youngsters, their adult audience of tomorrow.



Sergeant Crosby of the Forest Hills Police gives safety tips to the kids flocking to the theatre for the contest. This created considerable good will for the theatres involved.



A young patron at the Vaughn has a message to Santa, and the two enjoy a Pepsi apiece.

Robot Cafeterias Seen In '55 Vending Plans

NEW YORK—All-weather "mechanical milkmen" on 24-hour duty at street intersections; cigarette vending machines that talk back to customers; "robot cafeterias," indoor and drive-in theatres, supplying complete lunches; store front vendors catering to passersby, these and other innovations helped boost the automatic merchandising industry's gross sales in 1954 to approximately $1,750,000,000, Robert Z. Greene, president, The Rowe Corporation, world's largest manufacturer and operator of automatic merchandising equipment, said in a year-end review.

Already on the industry's drafting boards for 1955, he stated, are 24-hour-a-day roadside "vending machine diners" where motorists will be able to buy complete snack meals from coin-operated vendors.

While cigarettes, soft drinks and candy continued to lead vending sales, Greene reported, "milk made biggest automatic merchandising news of the year, with some 16,000 milk vendors, many of them in theatres, opening up a $22,500,000 'impulse market' for the dairy industry.

"These added milk sales are likely to double in 1955," he predicted, "and may eventually wipe out the entire milk surplus." In addition, vending machines sold an estimated 20,000,000 worth of ice cream.

Other new developments of The Rowe Corporation, which pioneered automatic merchandising in the United States more than a quarter century ago, and of the industry, Greene said, included conversion (still in its early stages) of vending machines from "passive" to "active" salesmen—to stimulate impulse purchases. An innovation along this line is The Rowe-Corder, a miniature record player which gives a mechanical "voice" to cigarette vending machines reminding customers to buy two packs and not run short, and which in 1955 is expected to be added to milk vendors as well.

Also expected is the spread of "robot restaurants," batteries of food vending machines which serve complete "soup-to-nuts" light meals into new fields. In a Long Island school, he said, these food vending machines, serving hot soup, sandwiches, cookies, fruit juices, and ice cream, have entirely taken over the job of a school cafeteria. And some 150 industrial plants throughout the nation are now using complete batteries as a substitution for a cafeteria or for "coffee break" snacks. The Pennsylvania Railroad, with aid of Rowe engineers, early this year installed a new automatic buffet-bar car in one of its trains and this idea, he predicted, will spread in 1955.

Introduction of 24-hour-a-day store front vending is also in the offing, through a Rowe-designed vending machine built right into a store window or theatre front.

Rowe has in production a new 14-column "Ambassador" which can vend any type of cigarette on the market today. Automatic merchandising's share of total cigarette sales held steady and may even have increased over 1953's estimated 16 per cent, he said.

Brightest idea yet in popcorn seasoning!

TASTEE-POP

THE COCONUT OIL BAR

the seasoning that comes in Bars...

WRAPPED, PRE-MEASURED, READY-TO-USE!

easier!

Just put in Tastee-pop, and throw the wrapper away! Bars come in 32-lb. cartons that are *pounds lighter* than ordinary containers — easy to handle, stack and store.

Each bar (128 to a carton) accurately seasons 12-16 oz. of popcorn! It's quick, neat, sanitary — no waste, no drippings, no pre-melting, no messy equipment.

more economical!

higher quality!

Makes golden, buttery-tasting popcorn — appetizing in flavor and aroma! Always uniform, too — each batch the same as the last, winter and summer.

Your local distributor has a supply of FREE Tastee-pop samples— to be sure you get yours, contact him *today!*

Made by the country's largest refiner of edible coconut oil:

E. F. DREW & CO., INC. *New York 10, N. Y.*



Coca-Cola recently joined MGM's Workshops and here's the proof at the recent Denver meeting where Charles A. Bourdelais, Jr., concessions and entertainment representative of the soft drink company, plays host to the panel and guests. From left to right are seen Al Reynolds, general manager, Claude Ezell Associates; Bourdelais; William Crowe, Coca Cola representative in the Denver area; L. J. "Bill" Williams, Union, Mo., representing small town exhibitors; George Murphy, MGM "Good Will Ambassador"; Ray Smith, vice-president, Jamestown Amusement Company, New York City, and also a member of the panel; and Mike Simons, MGM customer relations director.

BEST PERFORMANCE
OF THE YEAR!



NESTLÉ'S®
bars acclaimed by
best critics—
your customers!

COCONUT—new star! Rich milk chocolate packed with crisp toasted coconut.

CRUNCH—all-time favorite! The fans really go for this crunchy milk chocolate bar.

ALMOND—sure winner! Nestlé's rich milk chocolate with fresh roasted almonds.

MILK—big hit! Nestlé's exclusive flavor, the standard of quality for all milk chocolate.

Packed 100 bars to the case

Milk, Almond and Crunch available in 5¢, 10¢ and larger sizes. Coconut 10¢ size only.

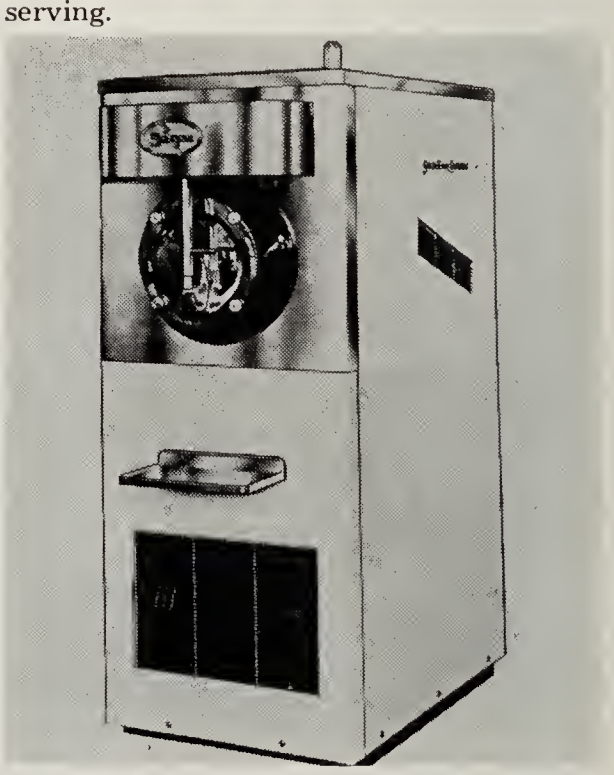
THE NESTLÉ COMPANY, INC., 2 WILLIAM ST., WHITE PLAINS, N. Y.

New Freezer Offers Simplicity And Control

SEATTLE—In keeping with the greater emphasis on modern design and automatic operations, the Sweden Freezer Manufacturing Company, makers of soft-serve freezers and milk shake machines, announces an improved version of its large capacity Model 1-200 freezer. Major changes include the removal of all switches on the front panel and the development of a new control system, which adds to the appearance of the freezer and greatly simplifies operation. Freezer occupies less than five square feet of floor space and has ample production for the large operation.

The elimination of all switches on the front gives the freezer a more attractive and streamlined appearance and makes the cleaning operation much easier, it is claimed. The few necessary controls have been housed in a small, removable box that plugs in like a radio tube and is located under an easiliy removed cover. They are out of the way of the operator who does not need to touch them during the day, as actual operation of the freezer is done by an electrically-operated foot-switch which opens the serving gate and also controls the feeding of fresh mix into the cylinder to replace the product drawn. This system of control leaves the operator's hands free to make up to four servings at a time.

The electronic portion control unit developed by the company is available as an accessory on all automatic continuous Sweden Freezers. Operating through a foot-switch, this control permits the operator to dispense two different-sized servings by merely stepping on different ends of the foot-switch. The size portions desired are pre-set by the owner or his manager and are not under the control of the operator. This portion control gives the owner exact food cost control, reduces the time required to train employes in fountain operation, speeds up service, and assures every customer the same-sized serving.



Sweden Freezer Manufacturing Company, Seattle, recently came up with a large capacity Model 1-200 freezer. Major changes include the removal of all switches on the front panel and the development of a new control system, which adds to its appearance and greatly simplifies operation of the unit.

Port Morris Sets New Freezer Line

NEW YORK—The Port Morris Machine and Tool Works, Inc., announced the introduction of an entirely new Model 10P and 20P machine. These machines were on demonstration at the DISA Show in Atlantic City. It is said that the 1955 Electro Freeze is the finest advance in direct draw soft ice cream freezers since their inception.

The features of the new models are a faster freeze down period which increases the production and gives a finer, firmer product. The new freezers give a wider stream of finished cream which in turn makes a cone or sundae with greater eye appeal yet uses less cream. The 1955 Electro Freeze has a refrigerated, insulated hopper, the only freezer that has a hopper that will actually bring down the temperature of the mix put in it. The new design in stainless steel makes the machine easier to clean and keep clean and gives it the rugged construction necessary for trouble-free long life.

The new Model 10P features a 1½ h.p. beater motor and a 1½ h.p. compressor motor. This freezer will produce in excess of 10 gallons per hour continuously. The size of the Model 10P is 34 inches long, 25 inches wide, and 65 inches high.

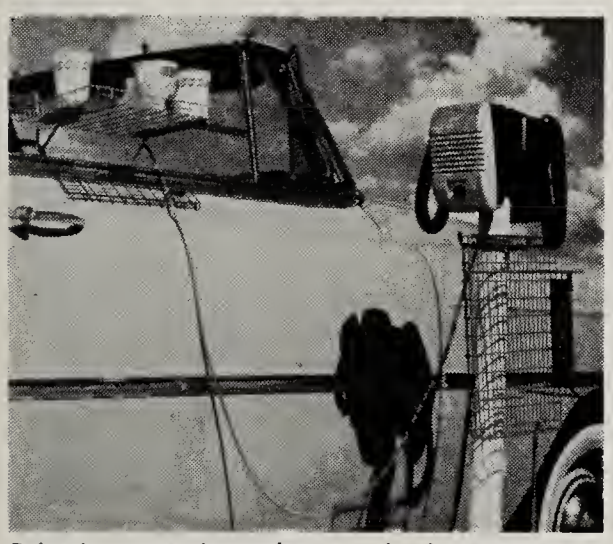
The refrigerated hopper has a capacity of six gallons.

The new Model 26P features a 3 h.p. beater motor and a 3 h.p. compressor motor. The 25P will produce in excess of 25 gallons per hour continuously. The size is 51 inches long, 25 inches wide, and 65 inches high. The refrigerated hopper has a capacity of six gallons.

Drive-In Tray Increases Sales

PARSONS, KANS.—Drive-In concessions sales can be increased with the use of the new Serv-A-Car Snack Tray, introduced by Serv-A-Car Products, Inc. By offering a convenient place to hold refreshments and snacks, and through the use of an eye-catching menu-type nameplate, the tray induces the patron to purchase items, and in larger quantities.

The trays which fit onto the car window, are coated with an all-weather plastic and are attached to the speaker post by a bracket, and connected by a plastic coated six-foot chain. The tray measures 10 x 13 inches and will accommodate any paper tray currently in use.



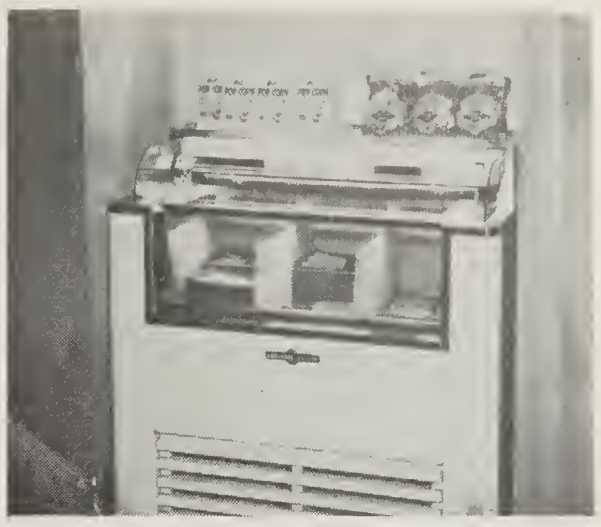
Drive-in concession sales may be increased with the use of the new Serv-A-Car Snack Tray recently introduced by Serv-A-Car Products, Inc., Parsons, Kansas, and illustrated above.

Tri-State

(*Continued on page* EP-3)

Popcorn Institute is preparing special popcorn head bands for the girls and popcorn caps for the boys manning the stands. The promotional head pieces will be made available to the trade, along with hard-hitting new point-of-sale pieces, starting in January as part of the Popcorn Institute's "Spring Popcorn Jamboree."

"Popcorn has built its present mass market," Smith stated, "because it is a food confection priced within the range of the great masses of people. In the hope of immediate profits," Smith urged exhibitors, "do not price yourselves out of the market by hiking popcorn prices to excessive levels. Above all, the watchword of increased popcorn sales must be merchandising, merchandising, and more merchandising."



To add to his Extra Profits sales and to accommodate balcony patrons, E. C. Lamoureux, manager, Palace, Windsor, Ontario, Canada, recently installed the small self-service candy and popcorn bar on the mezzanine. The balcony ticket taker keeps watch on the "honor system" machine, which he claims has proved successful.

"As soon as we switched to

popsit plus

several years ago, our popcorn sales shot up!"





says Mr. Will J. Conner,

. . . Executive Vice President of the John Hamrick organization, operating 16 theatres in Seattle and Tacoma, Wash., and Portland, Ore., with executive offices at 410 Orpheum Building, Seattle.

Mr. Conner says, "The butterlike flavor that POPSIT PLUS gives popcorn did wonders for our refreshment stand sales. We wouldn't think of using any other popping oil today!"

Thousands of theatre operators, concessionaires and carnival men have had the same experience. POPSIT PLUS gives popcorn an easy-to-sell flavor . . . leaves fewer duds in the bottom of your popper . . . and because it's always liquid, it's convenient to pour, measure and store.

Test POPSIT PLUS in your own refreshment stands for just one week. You'll make it your only popping oil from then on.

popsit plus!

Made Only of Pure Peanut Oil

made by

C. F. Simonin's Sons, Inc., Phila. 34, Pa.

Increased Candy Sales Forecast, But Competition Creates Problems

by Philip P. Gott,
President, NCA

OPTIMISM prevails as this is being written. Economists generally expect 1955 to be a good year. If the gross national product index continues to run high and the amount of money available for consumer expendables is likewise high, the sales volume for the candy industry should be good. Over the years, the sale of candy trend line is comparable to the trend line of our business economy. The industry could easily exceed the $1,001,000,000 former peak reached in 1948.

As candy becomes consumed more and more as an everyday food item as well as an item for special occasions, the trend of candy sales will follow the food index. Statistics show that the per capita consumption of food has increased over the last eight years.

The candy industry has absorbed innumerable cost increases through the adoption of scientific processes. Technical research on ingredients and the rise of better processing techniques enables the industry to supply better products at lower costs to the American public.

The fact that sales may be relatively high does not constitute convincing evidence that profits will be better. The death toll among candy companies has been large during the last few years. Increased competition may force others out of business in 1955. Other foods, sellers of other merchandise and, basically, the attitude of the consumers are challenging our industry. Will the consumer buy candy or other foods, goods, and services that furnish satisfaction and pleasure? A constructive approach to this problem is the recent action of the NCA board authorizing the NCA president to appoint a special committee to seriously and thoroughly appraise the candy industry as it stands today and to recommend a course of action.

Probably no other food industry is confronted with so many external problems, over which it has little or no control, as the confectionery industry. This is due in part to the fact that important ingredients come from many sections of the world which are affected by social, economic, political, and racial problems. With respect to cocoa beans, there is a problem of decreased production due to disease among the cocoa bean trees as well as the fact that many of the cocoa producing countries, as a means of raising the standard of living among their own people, have placed a high export duty on cocoa beans. According to authorities on the cocoa bean situation, however, it is felt that an equilibrium of supply and demand has been reached.

The domestic price support program for agricultural products has created many problems for the candy manufacturers. It has resulted in the limitation of ingredients fomerly secured from foreign countries. It has increased prices of ingredient materials which make it difficult for the American manufacturer to compete with the confectioners in foreign countries who are able to purchase raw materials at lower prices than the artificial government controlled prices paid by the American manufacturer.

One phase of the agricultural and related programs has never been fully analyzed. Let's label it cooperation vs. conflict. Practically unanimous opinion prevails that one basic solution to the agricultural program is to increase sales by increasing consumption. This could be undertaken if all segments, the growers and the processors, would join hands in a friendly manner to promote constructive programs. But what has happened? Under the law, sugar growers, peanut growers, tee nut growers appeal to the government for special restrictions, special import fees, import quota restrictions, or surplus disposal allowances. The industrial processors of these farm products believe generally in an expanding rather than a restrictive economy. At duly called government hearings, as prescribed by law, one segment opposes another segment.

Is it not appropriate as we begin 1955 to emphasize cooperation rather than conflict as a means of serving our industry in the public interest?

In spite of the myriad problems, the confectionery industry can look hopefully to a fairly stable production in 1955 in line with the other food industries if equitable adjustments can be made which will permit the confectionery industry to compete on a fair basis.

NEW, EXCLUSIVE!

Manley Merchandising Service

for Users of Manley Machines, Merchandise and Methods

Will Build Sales and Profits



Now's the time for indoor and drive-in theater operators to give serious consideration to promotion and merchandising in their concessions. Experience has proved that the way to greater profits is through timely promotions.

Here's good news for Manley Supply customers. Forget about trying to dream up ideas . . . having your material produced. Manley has the answer to your merchandising problems. The new, exclusive Manley Merchandising Service is our way of helping you increase your concession sales. Here is hard-selling point-of-sale material that is designed to fit your needs . . . to increase sales and profits . . . and at no cost to you! Act now, start being a Manley Supply customer today.

With your Easter promotion material in use, you'll want to be sure that you are ready to handle big crowds in a hurry. That's why it will pay drive-in operators to investigate the Manley Super Stadium popcorn machine. Here's a machine designed and built for your operation. Low lines make it fit right into your present counter arrangement for speedy over-the-counter service. Be ready for those hungry break crowds with a Manley Super Stadium . . . and watch your profits grow.

Get the full story, today, on Manley machines, methods and merchandising service. Write direct or contact your representative. Manley, Inc., 1920 Wyandotte Street, Kansas City 8, Missouri. Address Dept. EX-255



Further evidence that everything is bigger in Texas is supplied by this trio of Dallas belles getting their refreshment from the world's largest cup of "Dr. Pepper." The cup will be utilized as the model for a new sales display.

EXTRA PROFITS

Vol. 9, No. 12 February 9, 1955

Associate Editor, Al Erlick

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9075 West Pica Boulevard, Las Angeles, Calif.

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NEWS OF THE Territory

BRANCHES

Atlanta

Arthur C. Bromberg and the Mrs., he's president, Allied Artists Southern Exchanges, were on a visit to his Charlotte branch. . . . In visiting were Mr. and Mrs. John Lawrence, Lawrence Amusement Co., Nashville, Tenn., with their son Harry, on leave from the army. . . . Jimmy Pritcher, Allied Artists southern district manager, was in for a visit at the local office. . . . Harris Robinson, Dixie Drive-In, was back at his office after a spell of illness. . . . Jimmy Bello, special sales representative, and President William Richardson, Capitol and Astor, checked in after a visit from the city.

J. W. Gayland, Jr., new owner of the Cecil Drive-In, New Brockton, Ala., from Mr. C. W. Wade; and W. F. Gatlin, new owner of the Bama, Town Creek, Ala. . . . Atlanta WOMPI's Betty Rary, Johnnie Barnes, Edythe Bryant, and Laura Kenny back after a trip to Jacksonville, Fla., where they held a luncheon meeting with the exchange girls for the purpose or organizing a Women Of The Motion Picture Industry club in Jacksonville. The luncheon was held in the Florida Room of the Roosevelt Hotel, with 50 girls present.

The Sunbright Drive-In, Sunbright, Tenn., owned by Mrs. G. W. Cross, closed. . . . In for a booking trip was Bill Yarbough, Emily, Hartwell, Tenn. . . . Construction has begun on a new theatre to replace the 425-seat Pal which was destroyed by fire some time ago, according to Preston Smith, manager, Rebel-Drive-In, and spokeman for the Pal Amusement Company, Swainsboro, Ga. The new theatre will have a capacity of 800 and space for two retail stores.

The Sunset, Fort Lauderdale, Fla., has been remodeled with new booth equipment and CinemaScope. Seating capacity has been increased to 925. . . . Jack Grayson, manager, Brevard Drive-In, Orlando, Fla., was given a surprise party by the staffers of the theatre.

Sales tax returns reveal that theatre receipts in Alabama for September, 1954, were down 8-9 per cent compared with those of August. However, the September receipts were up 14.5 per cent over those for the same time in 1953. The survey was made by the University of Alabama Bureau of Business Research.

Jay Sadow, owner, Starlight Drive-In, Chattanooga, Tenn., awarded an annual pass to the parents of the first child born in Chattanooga. Sadow has closed his Lookout Drive-In for the winter with an early spring opening. . . . Buena Vista Film Distributing Corporation has opened an office at 403 Walton Building. Owen Vaughan, formerly with Georgia



Tommy Thompson, president, Theatre Owners and Operators of Georgia, recently presented to Governor Marvin Griffin a Paramount newsreel of the inauguration parade. From left to right are Thompson, Mrs. Marvin Griffin, Governor Griffin, and his aide.

Theatres was appointed as booker. This office will cover Atlanta, Charlotte, and Jacksonville, with Ken Laird as southern district manager. Harry Reinstein, New York, will be Florida sales representative.

On the Row visiting and buying were John Thompson, Skyview Drive-In, Gainesville, Ga.; Matthew Suraci, Jet Drive-In, Montgomery, Ala.; Walter Morris, Pike and Tower, Knoxville, Tenn.; Jay Soloman, theatres in Chattanooga, Tenn.; O. C. Lam and Tommy, Lam Amusement Company, Rome, Ga.; Harry Dennis, Bon-Air Drive-In, Augusta, Ga.; E. L. Butler, Hub Drive-In, Covington, Ga.; and Warren Newman, Pastime, Sandersville, Ga.

The Cherokee Amusement Company has closed the Capital, Oneida, Tenn. They have taken over the Scott Drive-In, there. . . . E. H. Moon has closed his Gem, Anniston, Ala. Also closed is the Lincoln Drive-In, Lincoln, Ala. . . . The Rose, owned by Mr. and Mrs. P. E. Shave, Forsyth, Ga., has reopened. . . . The Desoto, Valley Head, Ala., has closed until about the last of April. . . . Joe Dumas, Republic office manager, has returned to his office after a vacation. . . . Laura Kenny, United Artists, was back in her office after a pleasure trip to Dallas.

A de-luxe twin screen drive-in planned by S. E. Britton, Tampa, Fla., will include facilities not only for receiving large screen television but also will have a fully equipped studio for television recording and sending. Construction will start at once, accommodating 700 cars. The cost will be around $120,000 with playground and swimming pool.

John Harrison, manager, Georgia, Waycross, Ga., was host to Kiwanis members. . . . Floyd Theatres in Florida has named Larry B. Price to replace Stephen Barber as manager, Florida, Haines City. Price comes to Haines City from Jacksonville, where he was connected with the Florida State Theatres there.

A hot dog machine, a typewriter, and a cash register were stolen from the Stuart Drive-In, Stuart, Fla. Nothing else was taken by the thieves who broke into the drive-in at night. . . . The Roxy, St. Petersburg, Fla., owned by State Theatres, Miami, Fla., has been sold to the Stahl Theatres Corporation, Tampa, Fla. . . . The Turnpike Drive-in, West Palm Beach, Fla., has installed CinemaScope.

With a gigantic display of army material from Camp Stewart supporting a special premiere showing of "This Is Your Army" at the Avon, Savannah, Ga., the press, radio, and TV gave more than their usual gratis spots and publicity. . . . Horace Denning, Florida manager, Dixie Drive-In Theatres, has returned to Jacksonville from a trip to Savannah, Ga. . . . Stein Theatres, Jacksonville, has appointed Luther J. Griner, Nashville, Ga., as manager, Royal, Blackshear, Ga.

In Scotland Neck, N. C., the congregation of the Scotland Neck Methodist Church has been meeting in a theatre for Sunday morning service during construction of a new church building. The Rev. W. L. Freeman reports good attendance and only one complaint, a child threw a temper tantrum because mother wouldn't buy any popcorn.

Frank Bell, district manager, Florida State Theatres, said that his office is being moved from St. Petersburg to Tampa, Fla. . . . Roland Brooke was appointed as assistant manager, Tampa, Tampa, Fla. . . . The United Theatre Supply Company, Tampa, Fla., has installed in the Ruskin, Ruskin, Fla., a large screen and CinemaScope. . . . The United Supply Company, Tampa, Fla., has moved into new quarters.

Fire destroyed the Joy, Fyffe, Ala. The theatre was next to two other stores which were also destroyed, and renovations are under way. Damage was estimated at $50,000 by the owner, J. C. Hipp. . . . Mrs. C. W. Murrell and manager J. E. Hendrix have rebuilt their Lakeland Drive-In, Lakeland, Fla. . . . The Roxy, Orlando, Fla., has been closed. Walter Colby, city manager, Florida State Theatres, said the closing was caused by film shortage.

The Dixie-Skydrome Drive-In, Lakeworth, Fla., has installed CinemaScope. . . . On the Row were E. P. Clay, McDonough, Ga.; Hoke Shipp, Warm Springs, Ga.; Mack Nation, Southport Drive-In, Bridgeport, Ala.; M. C. Brown, Dixie, Jackson, Ga.; Ellison Dunn, Dunn Theatres, south Georgia; and John Peck, Pex, Eatonton, Ga.

The Albany, Liberty, and Georgia Drive-In, Albany, Ga., owned by A. C. Gortatowsky, have been equipped for the showing of CinemaScope, as has the Walton, owned by Dick Kennedy, Selma, Ala. . . . George Roscoe, branch manager, Columbia, was back at his office from Tennessee.

Mrs. Margaret Haines, wife of Bill Haines, former UA manager, Dallas, has been appointed personal secretary to Governor Marvin Griffin. Mrs. Haines was with Warners and United Artists. . . . The Ace, Bunche, and Ritz, units of the Wometco Theatres, were equipped for the showing of CinemaScope. . . . The Linda Drive-In, Palatka, Fla., has been reopened by Adeline Gathrop.

Jimmy Bello, special representative, Capital and Astor, was off for a trip to Nashville, Tenn. . . . In for a sales meeting were Jimmy Campbell and Ben Jordan, sales representatives, Allied Artists Southern Exchanges, with branch manager Hobbs. . . . A daughter, Evelyn Nelma, was born to the wife of William Baskin, booker, Florida State Theatres, Jacksonville. . . . Mrs. Esabelle Nolen is new secretary, Capital and Astor. . . . Robert Burns was back at Columbia in the booking department.

Ed Stevens, Stevens Pictures, checked in after a business trip to Florida. . . . Leonard Berch, United World Films, was back at his desk after a business trip from the city. . . . Mrs. Virginia Lawson has returned to her desk at Allied Artists Southern Exchanges after several months of illness. . . . E. E. Moyer, special representative, Eastman Kodak Company, Rochester, N. Y., has left Atlanta for Washington after holding meetings with each exchange.

Charlotte

Motni-Vista Drive-In, Gastonia, N. C., just missed being taken in the city, when the city limits were extended. If it had been taken in there could not have been any more Sunday shows. . . . Sunset Drive-In, Gastonia, N. C., has closed for the winter, except for weekends. . . . The Fox Drive-In, is the only one left open this winter at Aiken, S. C. . . . The Plaza, Gastonia, N. C., owned by J. H. McDaniel, has closed. . . . H. G. Arenson, Road Show Attractions, has returned from Florida. . . . Dave Williams, sales manager, I.F.E., has employed Bettie Patterson as office manager and booker.

Mitch Little, salesman, Southeastern Theatre Supply Company, has moved his family back to Charlotte from Shelby, N. C. . . . Carolina Booking reports that one of their accounts, Moonlite Drive-In, Mt. Holly, N. C., turned their drive-in over to the Woman's clubs of Mt. Holly and Belmont, N. C., recently for the March of Dimes, and all were happy with the results. . . . The cold weather and snow on the ground caused all the drive-ins to close at Salisbury, N. C., for about a week. . . . George Ebersole, salesman, 20th-Fox, is sick and in the Presbyterian Hospital. . . . J. W. Griffin, Jr., Griffin and Grace, Forest City, N. C., has been elected president of the Chamber of Commerce of Forest City, N. C.

Willie Dickens, Nash, Nashville, N. C., is better after his recent illness. . . . Alfred Rumley, Springs Road Drive-In, Hickory, N. C., and R. R. Rumley his brother, Fox Drive-In, Spartanburg, S. C., were in talking over their problems with their booking agent, Piedmont Promotions and Booking. . . . R. B. Adams, North Wilkesboro Drive-In, North Wilkesboro, N. C., was in discussing his bookings with Max Reinhardt Enterprises.

Exhibitors in buying and booking, Sam Bogo, Carolina, Lexington, S. C.; Harold Hall, Hall's Drive-In, West Columbia, S. C.; Sonny Baker, Webb, Gastonia, N. C.; Howard Anderson, Anderson Theatres, Mullins, S. C.; Ray Faw, West 49 Drive-In, Asheboro, N. C.; E. M. Gunter, Seabreeze Drive-In, Mt. Pleasant, S. C.; J. N. Wallace, Sky Vue Drive-In, Sumter, S. C.; Carry Caudell, Danca, Wallace, N. C.; W. H. Patrick, Rock Hill Drive-In, Rock Hill, S. C.; Lewis Whitley, Sky Vue Drive-In, Rockingham, N. C.; George Whitlay, Laur-Max Drive-In, Laurinburg, N. C.; J. W. McMillan, Latta, Latta, S. C.; Walter Bond, Bond's Auto Drive-In, Bennettsville, S. C.; Howard Bynum, 601 Drive-In, Salisbury, N. C.

Jacksonville

Miss Janice Claxton, secretary to Fred Hull, MGM branch manager, was elected as first president of the city's WOMPI organization at the group's first meeting in the Floridan Room of the Roosevelt Hotel. . . . Other officers named were Neva Taylor, Normandy Twin Outdoor, first vice - president; Sarra Keller, MGM booker, second vice-president; Doris Posten, United Artists, recording secretary; Pat Tusano, ABC Theatrical Enterprises, corresponding secretary; and Norma Cole, Paramount Pictures, treasurer. Here from the Atlanta branch of WOMPI to explain the organization and to aid in its establishment here were Betty Rary, Atlanta president; Johnny Barnes, national extension committee; Laura Kenney, national secretary; and Edythe Bryant, Atlanta extension chairman. In addition to the Atlanta visitors, 42 local women affiliated with Film Row attended the gathering, and it is expected that the group will double its size in the next few months, Miss Claxton declared. Members of the board of directors are to be appointed by Miss Claxton before the next meeting.

A feature story in the Daily Florida Times-Union, local morning paper, stated that "movie cameras to roll here again after a lapse of years." The story concerned the recent establishment of Southeastern Film Studios, Inc., under the presidency of Glen Lambert, with sound stages occupying about 10,000 square feet of space in a Southside building. Motion pictures were made here in the days of World War I.

Ollie Williamson, Warner district manager, left for his Atlanta office. He and Carroll Ogburn, Warner branch manager, toured the state southward to Key West. . . . 20th-Fox district man Henry Harrell also returned to Atlanta after meeting here with branch manager Thomas P. Tidwell. . . . Spence Steinhurst, RKO publicist, worked on "Underwater!" exploitation programs in Miami. . . . Leonard Allen, Paramount district worker, came in for promotional attention to "The Bridges At Toko-Ri." . . . H. M. Addison, Holly Hill, was here in connection with a publicity campaign for bookings of "Day Of Triumph."

Florida State Theatres executives back from business trips to Miami were vice-presidents Louis J. Finske and La-Mar Sarra; and Mark DuPree, maintenance and purchasing chief. . . . FST District Supervisor Frank Bell has moved his headquarters from St. Petersburg to Tampa. . . . Mrs. Ann Dillon, FST home office, spent a weekend in Miami visiting friends. . . . Nadine Kirkwood joined the FST staff upon graduating from Jackson High School.

A CinemaScope installation has been made at the Pheil, St. Petersburg, by Maurice Shaaber of Wil-Kin Theatre Supply. . . . Col. John Crovo, manager, Arcade, said that the theatre, oldest of the city's downtown houses, would soon be using second runs of CinemaScope and other wide-screen features and shorts. . . . Local booking offices were visited by Bob Pollard, Republic film salesman working out of Tampa. . . . Evelyn Sloan, new cashier at the Palace, gained her experience at the Lakewood, Long Beach, Calif. . . . Arvin Rothschild has booked "Sunset" Carson and his Western stage revue for personal appearances at the Roosevelt.

Memphis

Mrs. Bailey Prichard has gone to Jacksonville, N. C. to see the new granddaughter. . . . Milly Coury, wife of Actor John Ericson, accompanied the MGM star to Memphis for press interviews and radio and TV appearances. She is well known in Memphis as a band vocalist. . . . Mr. and Mrs. John Coll, Paramount shipper and president of Memphis ski club, were presented on WMCT TV on "Interesting Persons," by Tom Meanley, staff writer. They demonstrated the "Frog Suit," which makes it possible for them to water-ski

Workshop Is Hit As Exhibs Flock

MEMPHIS — Four exhibitor leaders from other territories who will actively participate in MGM Ticket Selling Workshops in their home cities attended the Memphis meeting conducted by Mike Simons, director of exhibitor relations, at the Peabody Hotel. They were C. V. "Buck" Jones, home office executive, and W. L. Pullen, district manager, Rowley United Theatres, Dallas; M. B. Smith, advertising and publicity head, Commonwealth Theatres, Kansas City, and Beverly Miller, president of the Kansas-Missouri Allied unit, Kansas City.

Crescent Amusement, Nashville, Tenn., was represented at the gathering by half a dozen of its executive personnel, including Robert E. Hosse, John L. Link and O. A. Tilby. From Rockwood Amusement Co., of Nashville, Tenn., was Leon DeLozier. M. A. Lightman, Sr., headed the Malco group of theatre managers, his circuit being 100 per cent represented at the meeting.

Coca Cola, represented by Wilson Franklin, sales manager for the southeastern states, and Ruck Brown, theatre sales representative for tri-states area, hosted a luncheon for Workshop delegates.

Cash prizes were awarded to Leon Rountree; Watson Davis, Malco; Neil Harrington, Sr., Calvert Drive-In, Calvert City, Tenn., for the best ticket-selling ideas submitted in advance of the meeting.

all winter long. . . . Willie Shapiro, owner and operator, Joy, laid a trap to catch a thief, and it worked. The janitor at the theatre and another companion were arrested. . . . If it works, the new theatre policy for neighborhoods is to do away with double features. The shortage of pictures and the rising film rental rate are the main reason for the change at this time. Single features will be run on a trial basis at first.

Approximately 300 attended the MGM Ticket Selling Workshop at Hotel Peabody last week. . . . The Memphis and Shelby county board of censors banned "The Bambo Prison," a Columbia picture. The picture has been the subject of heated controversy in the Roman Catholic press. Mrs. B. F. Edward's reason for the ban was that the film was unpatriotic. . . . Visitors on the Row: Lura and Marjorie Malin, Lura, Augusta, Ark.; D D. Spitzer, Star, Jackson, Tenn.; Mr. and Mrs. J. T. Hitt, Plaza, Bentonville, Ark.; Harry Shaw, Ritz, Selmer, Tenn.; Zell Jaynes, Maxie, Trumann, Ark.; John Hood, Inverness, Inverness, Miss.; Louise Mask, Luez, Bolivar, Tenn.; Omega Decker, Ritz, Manila, Ark.; W. M. Everett, Rae, McRae, Ark.; Guy Amis, Princess, Levington, Tenn.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; Nate Reiss, Gem, Covington, Tenn.; and Anne Knoble, Temple, Leland, Miss.

Charter of incorporation has been granted The Millington Drive-In Theatre, Inc., listing capital stock of 750 shares no par value.

New Orlean s

The Women of the Motion Picture Industry's February meeting will be an open one in the New Orleans Hotel, and, as usual, a luncheon will be served. There will be a guest speaker, prizes will be given, and a vote will be cast on insignias submitted by various members. The three best selected will then be submitted to the national committee to make the final decision.

Transway, Inc., held their annual banquet-meeting at the Jung Hotel. Among the invited guests who graced the speaker's table were Bill Atkins, Interstate Commerce Commission; Henry O'Connor, attorney; Joseph Schwartz, insurance advisor; Vernon Moret, Liberty Mutual, all from New Orleans; and from Memphis, George Cahoon, safety supervisor, Liberty Mutual; Transway's president, M. H. Brandon, and G. L. Brandon, G. W. Simpson, and Maurice Townsend, Film Transit. Business discussions included handling of circuits, properly servicing theatres, safety driving-procedure to take in case of accidents, how to assist people on the highway, and many other aspects concerning safety. . . . In observance of their eighth year in motor transportation in the territory, safety awards were presented to route operators. Five received additional acclaim who, during the eight years, drove without a single accident, Vester Bounds, Hattiesburg, Miss.; Cecil Bounds, Hattiesburg; E. A. Burnham, Ruston, La.; Alex Lemoine, Plaucheville, La.; and Albert Schneider, Lecompte, La. Two during seven years are L. D. Foles, Hattiesburg, Miss., and F. McDuffie, Vicksburg, Miss. During six years, Durel Folse, Hattiesburg, Miss.; Leonard Johnson, Shreveport, La.; and Allen Lemoine, Opelousas, La. During five years, Walter Berry, Mobile, Ala.; Fred Broussard, New Orleans; H. J. Bush, Shreveport, La.; K. C. Powell, Atmore, Ala.; and Theo Switzer, Sr., Hattiesburg, Miss. During four years, Wilbert J. Lemoine, Bunkie, La.; William Ward, Alexandria, La.; and Cecil Warren, New Orleans. During three years, Albert J. Glynn, New Orleans, and Kitty Lemoine, Opelousas, La. During two years, William Arnold, New Orleans; Richard Brown, Pensacola, Fla.; B. B. McDuffie and Theo Switzer, Jr., New Orleans. The one year men are Otis Bordelon, New Orleans, and Roy Harper, Jackson, Miss.

Irving Joseph, general manager, General Film Distributors of Chicago, was in town. He was accnmpanied by territory representative John Kenlo. . . . Among Joy's Theatres managers who stopped off at headquarters enroute to and from MGM's Ticket Selling Workshop at Jackson, Miss., were Jack Pope, Rayville, La.; Buck Hardy, Acadia, Rayne, La., Harold Resweber, Teche, St. Martinsville, La., Ben Baker, Twin and Joy Drive-In, Alexandria, La., Clifton Elmore, Joy, Kinder, La.; and D. K. Stevens, Joy, Rolling Fork, Miss., who were joined by Waddy Jones.

Director Elia Kazen, on his way to Hollywood from the east coast, stopped over for a day to meet authoress Shirley Ann Grau regarding her latest book, "The Black Prince." . . . MGM's "Jupiter's Darling" is on her way here to plug the picture of the same name. Now boys, don't get excited, and do save your breath on wolf calls unless you are inclined to have a few playful moments with a tractable baby elephant.

RCA officials calling at Southeastern Theatre Equipment were Walter Gilreath, Dallas, southern division manager, and George Sandore, factory representative, Camden, N. J. . . . Leo V. Seicshnaydre, Republic's pilot, Joe Silvers, 20th-Fox booker; and Joseph Williams, NSS trailer service department, rate a thank you for their renewal subscriptions to MOTION PICTURE EXHIBITOR.

Louisiana exhibitors in buying-booking were Ira Olroyd, general manager, Teche, Franklin; John D'Antoni, manager, Ann, Baton Rouge; Anna Molzon, Royal, Labadieville; Robert Molzon, Royal Norco; Baker Newton, Rio Drive-In, Vidalia; F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie; Jack O'Quinn, Joy-Oke Theatres, Kaplan; Lefty Cheramie, Rebstock, Golden Meadows; Mrs. O. J. Barre, Barre Theatres, Luling; Charles Phillips, Jonesville; and Lee Fung, Musu, New Iberia.

Hurry up and get well wishes for C. J. "Jimmy" Briant, MGM manager, who is bedded at Baptist Hospital because of surgery. . . . Barbara Colemen is the new stenographer at UA. . . . Roy DiVincenti now holds the managerial reins at the Panorama. . . . R. L. Johnson, Johnson Theatre Service, was on a trek in Mississippi. . . . Bernard Fonseca, attorney and owner-operator, Ashton, is back at his desk in the California Building after several weeks illness.

Roger Lamanita, manager, RKO, was in Mobile, Ala., and Pensacola, Fla., on business. . . . Hans Leipold and Karl Alex Wolfe, factory representatives, Diamond Carbon Company, Germany, and the company's American representative, William Holland, New York, were here to confer with their distributor, Harold "Babe" Cohen, Lippert Pictures. . . . H. M. Wise, Pop's Drive-In, Jena, La., checked bookings with his buyer and booker, J. G. Broggi.

Cy Bridges, MGM city salesman, returning from the Ticket Selling Workshop at Jackson, Miss., said there were exactly 203 exhibitors in attendance who came from Alabama, Louisiana, and Mississippi. . . . Raymond Gremillion, Southeastern sales and service, reported he handled the sales and assisted with installations of a new RCA screen and CinemaScope equipment in R. S. Malta's Rex, Brookhaven, Miss.; Jim deNeve's Highway 80 Drive-In, Jackson, Miss.; and Lazarus' Coliseum and Circle, here. . . . Henry Raziano slated Feb. 12 for the opening of his new Kenner Drive-In, Kenner, La. It is equipped with CinemaScope.

J. L. Boyer, manager NSS and the Variety Club of New Orleans chairman of the reservation committee for the gala charter banquet held in the Cotillion Room, Jung Hotel, reported everything very satisfactory. Among the many distinguished state, city, and Variety leaders who were to have attended were the Governors, or their representatives, from the states of Louisiana, Mississippi and Alabama, the president of the New Orleans Commission council, Victor Schiro and Variety Club international president George Hoover, who presented the charter, Bob O'Donnell, Jack Dumestre, Bob Hoff, Pappy Dolston, Ralph Pries, Eddie Lachman, and many others.

Asa Booksh, manager, RKO Orpheum, staged a one hour autograph party in the lobby of the theatre on the morning of the opening "The Americano." Miss Abbe Lane star of the movie, and her husband, Xavier Cugat, who are appearing in the Blue Room at the Roosevelt for an indefinite stay, did the honors. . . . New Orleanians are looking forward to the world premiere of Columbia's "New Orleans Uncensored" which Sam Katzman will hold at the Orpheum on Mardi Gras Eve, Feb. 21, and an overflow throng will be at hand to cheer New Orleans own, Ernest A. McKenna, manager, Joy; Vic Schiro, head of city's Commission council; Joe Schuering, superintendent of police, and Pete Moss, manager New Orleans Hotel, who play some important parts in the movie. The stars of the film, Arthur Franz and Beverly Garland will be here from Hollywood for personal appearances.

M. G. White, Lake Charles, La., assumed ownership-operation of the Midway Drive-In, Lake Charles, La., which he has managed for several years, from

Ed Jenner and Preacher Crossley. . . . Thank you, J. H. Grainger, Columbia office manager, for joining our large family of MOTION PICTURE EXHIBITOR readers. . . . The New Orleans Better Film Club re-elected president Mrs. Norman E. Kirth. Other officers elected were Mrs. Rahm Dardene, vice-president; Mrs. George Beyer, second vice-president; Mrs. A. J. Fabacher, third vice-president; Mrs. Herbert E. Menige, recording secretary; Mrs. F. J. Basile, corresponding secretary; Mrs. Robert Leinhard, treasurer; Mrs. A. A. Boyle, parliamentarian; Mrs. E. P. Muller, historian, and Mrs. Paul Vosloh, auditor. . . . W. E. Limmroth, Giddens and Rester, Mobile, Ala., was in on a two day buying and booking jaunt, as was Ed Fessler, co-owner, Do-Drive In, Mobile, and Savoy 49, Prichard, Ala.

Newton Baker, Rio Drive-In, Vidalia, La., visited with his buyer and booker, Sammy Wright, Southern Theatre Service. . . . Urban and suburban exhibitors seen around were William Sendy, Patio; J. A. Parker, Gordon, Marrero, La.; S. E. Mortimore and Lyall Shiell, Skyvue; Paul Brunet, Dixie; Rene Brunet, Imperial; Samuel Corte, Laurel; Phillip Corte, Garden; Betrand Kiern, Happy Hour; Mike Ripps, Twin Do Drive-In, Metairie, La.; Frank Lais, co-owner Lakeview and Fox and Algier Drive-In, Algiers, Ala.; B. J. Keyhan, Gretna Greens Drive-In, Gretna, La.; Mrs. Bertha Foster, Violet, La.; William Shiell, Marrero Drive-In.; W. Dorhauer, Castay's Arrow; Joe Dichary, Lincoln; Louis Gallo, Gallo; and Paul Shaffer, manager, Crescent. . . . E. W. Ansardi is back home in Buras, La. recuperating after surgery here at Mercy Hospital. . . . E. L. Lucas is Ernie MacKenna's new assistant at the Joy. . . . Teddy Solomon and booker Lonnie Davis, N. Solomon Theatres, McComb, Miss., were here, as was Forrest Phillips, Broadway Drive-In, Hattieburg, Miss.

Arkansas

Little Rock

Jack Braunagle, former chief, drive-in operations, Commonwealth Amusement Company, Kansas City, will become district manager and supervisor of drive-ins for United Theatres Corporation, North Little Rock.

Florida

Miami

Continuing the round of activities under the leadership of chief barker Maurey Ashmann, Variety Club Tent No. 33 announced a "King for a Day" party, honoring member Johnny Feller at a "men only" luncheon, and a party in the evening for members and wives, with Mr. and Mrs. Feller, acting as King and Queen for a night. The Club has resumed its Saturday night parties, and held initiation of new members. . . . Wometco elected Joe St. Thomas, confections; Stanley Stern, head, real estate department; and Tim Tyler, manager, Miami, to the board of directors. President Van Myers, head, confections, and Frank Myers, head, purchasing department, and Credit Union treasurer, were hold-overs on the new board. St. Thomas is the vice-president, having received the highest number of votes in the election which was recently held at the Mayfair Hotel here.

Patrons of the Paramount Beach, Miami Beach, Fla., and Gables, Coral Gables, Fla., had a chance to ballot for their "favorite giant" in connection with the showing there of "Vera Cruz." Patrons cast votes for either Burt Lancaster of Gary Cooper, stars of the picture. The balloting achieved much interest. . . . Van Myers, head, Wometco confections department, returned from Norfolk,, Va., following the death there of his father, Sylvan E. Myers, Sr. . . . Al Glick, Florida State publicist, obtained displays in the Miami Public Library on both "Bridges Of Toko-Ri" and "20,000 Leagues Under The Sea." On the former, he distributed bookmarks to publicize the showing of the film at the Paramount, Beach, and Gables. In addition, he obtained a co-op ad on Joan Stevens, Inc., clothes in Kay's Dress Shop on Lincoln Road, Miami Beach, Fla., on the former film.

Children coming to the Miami Beach Municipal Auditorium to present their offering to the Cerebral Palsy Telethon over WTVJ were given passes to Wometco neighborhood theatres by the various theatre managers who were in attendance at the telethon, which netted over the $300,000 goal set. . . . Taking advantage of a recent school holiday on a Friday, the Tower, Center, and Essex, Hialeah, Fla., all had "No School Today" Jamborees, with special children's early feature, cartoons, etc. The 27th Avenue Drive-In and Boulevard Drive-In, North Miami Beach, Fla., held "No School Tomorrow" shows the evening before. . . . Oran Cohen, manager, Cameo, Miami Beach, Fla., was delighted when the Shah and Queen of Iran paid a visit to his house to view "There's No Business Like Show Business" . . . The Paramount, Beach, and Gables had coverage on television station WITV for "Vera Cruz," with a burro giveaway contest. The children entering had to tell "Why I would like to own a burro" and prove that they would take care of the animal if they won. This achieved wide response.

Florida State Theatres had Bantam Books tieups at all newsstands in connection with their showing of "The Bridges Of Toko-Ri." They will also do this on the forthcoming "Battle Cry." . . . Bea Brower came out of retirement to cashier at the Miami for the winter season. Mrs. Brower, a long-time Wometco employee and wife of Bob Brower, manager, Capitol, recently had a display of her paintings in both the Mayfair Art and Parkway and sold three of the paintings which were exhibited at the latter house. . . . Wometco neighborhood managers were given tickets to a lecture by Dr. Benjamin Spock, world-famous child authority, lecturing on "What Is Discipline," with the thought in mind that new insights might be obtained that would be helpful in dealing with the children at special Saturday children's shows, etc. . . . Mitchell Wolfson, co-owner, Wometco Theatres, was awarded the Nathan W. Collier Meritorious Civic Achievement Award for his outstanding humanitarian services, by Dr. Royal W. Puryear, president, Florida Normal and Industrial College, St. Augustine, Fla., over a program on television station WTVJ. . . . New president of the Variety Children's Hospital board of directors is George Hoover, president of the hospital and international chief barker, Variety Clubs International.

In the fourth and fifth weeks of Wometco's Confection Contest, leadership remained the same, with the Coral Way Drive-In first in group I; the Center, first in group II, the Town, first in Group III; the Grand, West Palm Beach, Fla., first in Group IV; and the Park, Tampa, Fla., first in Group V. . . . Don Tilzer, Claughton publicist, achieved free space in the Miami Beach Sun with a coloring contest blank for the youngsters, with free passes awarded them for the showing of "Adventures of Robinson Crusoe," at the Variety and Embassy.

Louisiana

Eunice

Charter of incorporation has been granted Liberty Amusement Company of Louisiana, Inc., theatres, listing capital stock of $50,000.

Mississippi

Jackson

Governor Hugh White signed a proclamation honoring the motion picture theatres in the state and setting aside February as the "Go To The Movies Month." Witnessing the event were Ted Solomon, president, Dixie Theatres, Inc.; John Williams, secretary-treasurer, MPTOA; and Art Katzen, MGM field representative. The gesture acted as a prelude to the MPTOA's business meeting on Jan. 24.

North Carolina

Durham

North Carolina State Labor Commissioner Frank Crane said at Raleigh that employment of persons under 18 without work permits and for excessive working hours "has become prevalent in some communities, particularly with regard to illegal employment of minors as car hops and in drive-in theatres." He said the Labor Department's "limited inspection staff cannot patrol these places constantly like a policeman" and that "the elimination of this evil requires the active cooperation of everybody concerned."

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NEWS OF THE Territory

BRANCHES

Cincinnati

Business trips were made by Milton Gurian, Allied Artists branch manager, and Jay Goldberg, Realart and Lippert, to Columbus, O.; Herbert J. Gillis, Paramount branch manager to Detroit, Mich.; George A. Kirby, Republic branch manager, to Dayton and Celina, O.; Jack Finberg, UA branch manager, to Springfield, O., and Edward Salzberg, Screen Classics, to New York City. . . . National Theatre Supply reports CinemaScope installations at Eastern State Teachers College, Richmond, Ky.; Berea College, Berea, Ky.; the Mark, Irwin, Ky., Ralph McClanahan, owner; the Wayne, Harlan, Ky., and the Linda Ann, Whiteburg, Ky., both owned by B. F. Wright; the Jefferson, Jeffersonville, O., owned by Jack Mitchell, and houses of the Charles Behlen Circuit in Kentucky.

Dave Cantor, New York, RKO public relations, and Richard Egan of the "Underwater" cast, were in to bally the film, and exhibitors in were Richard Tumbleson, Wincester, O.; Chalmers Bach, Eaton, O.; Jack Needham, Frank Yassenoff and Frank Marzetti, Columbus, O.; Bob Harrell, Cleves, O.; Jack Mitchell and Mrs. Russell Mitchell, Jeffersonville, O.; George Turlukis, Hamilton, O.; John Gregory, Fred Krimm and Roy Wells, Dayton, O.; Harold Raives, Cleveland, O.; Ray Friz, Springfield, O.; Fred May, Carrollton, Ky.; Bob Reynolds, Boonville, Ky.; J. W. Hoffman, Greenup, Ky.; Charles Scott, Vevay, Ind.; J. C. Weddle, Lawrenceburg, Ind.; Guy Greathouse, Aurora, Ind.; Joe Joseph and Malcome Lowe, Parkersburg, W. Va. . . . James A. Conn, branch manager, National Theatre Supply, and salesmen Fred and Wayne Barthel attended a company central district sales meeting in Cleveland . . . Lou Clemmer, owner, Cruise-In Drive-In, Miamisburg, O., is replacing the screening tower, damaged recently by fire, with a wide screen suitable for CinemaScope.

The local branch of Colosseum is planning a spring dance, tentatively set for an April date. . . . Ronny Larkin, for eight years an operator at the uptown Imperial, is in Jewish Hospital for surgery. . . . The nabe Park staged a successful "social," with receipts going to the Cancer Research Foundation. . . . Frank Feltz, exhibitor, St. Henry, O., was vacationing in Florida with his family. . . . According to custom at MGM, Jean Kohl, assistant contract clerk, treated her fellow workers to ice cream on her birthday. . . . Plans for a "social" later this month are being made by the MGM Club. . . . Betty Leicht is a new MGM receptionist.

Also in were James Frew, U-I district manager; Leonard Morris and Robert Propper, National Screen Service, traveling auditors; and exhibitors Charles Scott, Vevay, Ind.; W. C. McCoy, Williamson, W. Va.; Frank Allara, Matewan, W. Va.; James Denton, Owingsville, Ky.; Don Reda, London, Ky.; W. B. Hannah and Raymond Young, South Shore, Ky.; Louis Marcks, Cynthiana, Ky.; Walter Wyrick, Carlisle, Ky.; James B. Howe, Carrollton, Ky.; Hank Davidson, Lynchburg, O.; Fred Donahie, New Boston, O.; William Settos, Springfield, O.; Frank Yassenoff, Harry Schwartz, and Jack Needham, Columbus, O.; Harley E. Bennett, Circleville, O.; Harry Wheeler, Galipolis, O.; Jerry Jackson, Williamsburg, O.; Fred Krimm, Roy Wells, C. S. Babalis, P. W. Suell, Allan Warth, and Lou Wetzel, Dayton, O.; John Carey, Wheelersburg, O.; George Turlukis, Hamilton, O.; and Roy Waller, Zanesville, O.

Cleveland

Mori Krushen, exploitation manager, UA, was in to set up field promotion for saturation openings of "Black Tuesday." The high-gear campaign will employ blanket radio and TV support.

MGM's 24-sheet announcing the new industry slogan, "There's More Fun at the Movies," and listing the new 1955 leading pictures, is available free to all exhibitors who will display it in their theatres, Jack Sogg, MGM branch manager, announces. . . . P. L. Tanner, who returned to Cleveland recently, sold his Florida home in Miami Shores to a former Clevelander, William Harold "Bob" Workman, retired branch manager, MGM, Minneapolis. . . . A welcome present for Miles (Bud) Mutchler, National Theatre Supply Company sales representative, and Mrs. Mutcher was a son, their first child. . . . The Hough-29th Street, sub run house, has introduced Friday night variety stage shows, with acts culled from popular local radio and TV programs.

Martin G. Smith, Toledo, O., former president, National Allied, and longtime president, Independent Theatre Owners of Ohio, continues active in civic affairs. He was a member of the Legislation and taxation committee cited by the Toledo Chamber of Commerce "for outstanding leadership in promoting civic, commercial, and industrial progress in Toledo in 1954."

Abe Ludacer, manager, Loew's Valentine and Esquire, Toledo, O., also came in for public recognition. He was reelected president, Fraternal Order of Police Associates. . . . Highlight of the regional meeting here of National Theatre Supply branch managers was the introduction of the new tempered steel mesh indestructible seat. This seat, it was stressed, is available in sizes to fit practically all theatre chairs now installed. It cannot be cut or bent or otherwise damaged. And because of its simple mesh construction, can be easily washed and is vermin free. The seat comes in colors to match decorating schemes.

Card Mondor has been transferred from Memphis to handle "Karamoja" and "Half-Way To Hell" for Hallmark exclusively in northern Ohio.

Attorney Homer Marshman has revealed that $95,000 interest in Hallmark's "Secrets Of Beauty" and "One Too Many" have been sold by the local group Marshman represents to Kroger Babb, head of the production company. Both pictures have been market-tested, but neither has been put into national release.

Mrs. Max Miller, Royal Oak, Mich., president, Federation of Motion Picture Councils, Inc., was guest speaker at a meeting of the Motion Picture Council of Greater Cleveland held in the Higbee auditorium. Mrs. Miller urged the councils to work constructively, not critically, with local theatre owners and managers to accomplish desired aims. "We must all accept the fact that the theatre owner knows his business, but is always open to friendly suggestions to improve his public relations, with his eye, of course, on the box office. To do an intelligent job, I think motion picture councils should be aware of . . . important factors and should not be content just to classify pictures as good, bad, or indifferent. I also believe every council should have a public relations committee, not to work against the theatre owner, but to work with him. And the itme has also come, in my opinion, for councils to have a foreign picture committee to study the techniques of these." Mrs. Miller invited the local council members to come to Detroit on



George Seaton and William Perlberg, producers for Paramount of "The Bridges of Toko-Ri" and "The Country Girl," recently stopped off in Cleveland to tell the press about the pictures at a luncheon at the Statler Hotel. Seen, left to right, are Arthur Speath, News; Seaton; Ted Barker, Loew's publicity director; Harry Buxbaum, local Paramount branch manager; Leonard Gray, Paramount area publicist; Omar Ranney, Press; Perlberg; W. W. Marsh, Plain Dealer; and Elsie Loeb, MOTION PICTURE EXHIBITOR area correspondent.

April 14-15 to attend the first national convention of the Federation of Motion Picture Councils to be held in the Statler Hotel. Miss Virginia Beard, president, Cleveland Council, presided and introduced, among others, Mrs. Mabel Higgins and Mrs. James M. Schooler, Columbus, O., chairman and vice-chairman, respectively, of the motion picture division of the Ohio Federation of Women's Clubs, and Mrs. C. H. Brewer, communications chairman, Ohio Federation of Women's Clubs, and also motion picture chairman, United Church Women of Ohio.

Rebuilding screen towers to a size for presentation of CinemaScope is going on rapidly. Norbert Stern, Pittsburgh, has announced plans to add 90 feet to the Harmarville Drive-In, Harmarville, Pa., and has made plans to rebuild the Camp Horne Drive-In. Jack Vogel, who originally designed the Camp Horne Drive-In, has been engaged to remodel both of these Stern houses.

A resolution calling on the State Legislature to enact a motion picture censorship law that could be upheld by the United States Supreme Court was unanimously adopted by the welfare committee of the City Council in open meeting. While arguments for censorship were presented by several women and by Msgr. Clarence E. Ellwell, head, local parochial schools, nobody representing the industry appeared to combat the resolution. It now goes to the City Council for final action. All of the old contentions against the movies were paraded before the welfare committee board members. This included claims that a "flood" of undesirable films have been shown since censorship stopped, that the movies are infested with communism, that the movies contribute to juvenile delinquency, and that "because parents cannot possibly review every movie for the children, therefore the state must set up machinery to help people secure this right." Msgr. Ellwell states that "this crusade for motion picture censorship is a battle for protection of human rights against the secularist and the confused liberal. The battlefield for the entire nation is here in the state of Ohio."

In the wake of the sudden death of Howard Feigley, Toledo, O., Al Dennis, a disciple of Feigley's in theatre management, succeeds him as manager, Rivoli and Palace.

Selby Industries, Inc., Akron, O., specializing in the manufacture of all-steel screen towers, will construct an all-steel triangular tress screen tower for the Pearl Road Drive-In, here, now under construction. It will have a steelox screen surface and will measure 44 feet in height and 100 feet in width. Ben L. Ogron, Ohio Theatre Supply Company, handled the contract.

Cliff Almy, former MGM manager, and now representing Warners in the Philippines, was host for several days to Milton Mooney, Co-operative Theatres of Ohio, and Mrs. Mooney in Manila. . . . Variety Club is planning a gin rummy affair for St. Valentine's



Jeannie Johnson, touring key cities on behalf of the promotion of U-I's "Sign Of The Pagan," is seen recently in the lobby of the Palms, Detroit, with Charles Whitaker, manager.

evening. . . . Howard Spiess ended 12 years as booker with Co-operative Theatre of Ohio, to go to St. Louis as buyer-booker for a group of seven theatres belonging to the Smith Management Corporation of Boston. Local industry men staged a farewell party for him.

Columbia branch manager Jerry Safron announces several personnel changes. Jack J. Bruckner has resigned as salesman. He is succeeded by Martin Greengrass, who is promoted from head booker and office manager. His post is filled by Anne Walker, promoted from second booker. . . . Jose Martinez, who conducts a Latin orchestra, reopened the Gaiety, Toledo, O., closed since 1952, with Spanish and Mexican films. His policy is to introduce a Mexican film star on the stage each week.

Herbert Ochs, who owns and operates a chain of drive-ins in Canada and the States, has returned to Dania, Fla., after a couple of weeks here on business. . . . Marshall Fine, Associated Circuit, left for a brief vacation in Florida, and Abe Kramer, who came up for the Schmertz golden anniversary testimonial dinner, is back again at his winter home.

Lou Milder, manager, Colony, until his retirement two years ago, is visiting relatives on the west coast. . . . Word was received here of the death in Los Angeles of John R. Cox, father of movie star John Howard. Cox and his family lived here, where he was associated with the late E. E. Oliver in the maintenance and development of motion picture projectors.

Julius Lamm, manager, Colony, who specializes in public relations work, has been elected a member of the executive board of the Shaker Square Association. The association represents the merchants of Shaker Square. . . . Another new drive-in to compete for business in this area is being constructed by Joseph Binder, just west of Fremont, O., to be called the Skyway Drive-In.

Detroit

Wayne Parsons, a transplanted Texan who came here to manage the Broadway-Capitol for Saul Korman, died of a heart attack. Burial was in California. . . . Owner of the Lee, Carson City, died at 56. His widow will carry on the business. . . . "This Is Cinerama," during its unprecedented Detroit run, showed to 1,200,000 customers in 103 weeks. . . . Music Hall ad man, Bill Green was installed head of the Michigan Showman's Association.

Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation, IFE, was in in connection with the opening of "Aida." He was guest of honor at a luncheon attended by the local film critics and spoke on the film and other IFE products.

Lou Brown, advertising, publicity, and exploitation chief, Loew's Poli New England Theatres, will be a panelist at MGM's Ticket Selling Workshop here on Feb. 22. Brown is the first Loew man to be named as a panelist at an MGM Workshop, according to Mike Simons, company director of customer relations, in charge of the Workshop program. L. J. "Bill" Williams, who made a hit as MGM's small-town panelist at Indianapolis and Denver, will make his third Workshop appearance at Detroit. Williams comes from Union, Mo. He operates theatres in the small town in that state.

The premiere of "Cinerama Holiday" on Feb. 15 will benefit the Detroit Memorial Hospital. . . . Duke Ellington is playing a three day stand at the Colonial, downtown sub-run. . . . The growth of the industry is shown in a display, "Great Events in Motion Picture History," by United Detroit Theatres for the Greater Detroit Motion Picture Council celebrating the 100th anniversary of the Federated Women's Clubs.

Mrs. Lucile Carver, UDT secretary, made one of her calls to check grandma and grandpa, who were keeping her son Stevie under control. Stevie answered the phone, explained that grandma was at the store and grandpa sleeping. When asked what he'd been doing he told her, "Cutting grandpa's hair." . . . The Western Michigan College at Kalamazoo was granted permission by the Federal Communications Commission to change its educational FM station to commercial use.

United Detroit Theatres tied in with the Times for the showing of "Six Bridges to Cross." Ordinarily, the Times awards $25 each week for the best news tip phoned to the Hearst paper. This week, UDT chipped in another $100 to boost the take to $125. . . . Governor G. Mennon Williams has proclaimed February motion picture theatre month recognizing the 50th anniversary of the motion picture theatre. . . . The Jam Handy organization, makers of commercial films, presented three with 25 year watches. Eldon Anderson, slidefilm stages manager; Everett Schafer, vice-president, for service operations; and Leroy Conway who started with the outfit in 1929.

Indianapolis

February has been proclaimed by Governor George N. Craig as "Go to the Movies Month," but, according to the

Governor's wife, he doesn't go much. He just doesn't have time, she said. . . . Boyd Sparrow, former Loew's manager, died at San Francisco according to his sister, Mrs. Helen Shurr, Frankfort, Ind.

Mrs. Dorothy Wordowskey gave birth to an eight pound boy in the Mecca herc. . . . Milton Eddinger, office manager and head booker, Universal-International, who was confined to the hospital, after an operation, is recuperating at home.

The Vee, Veedersburg, Ind., was sold by Al Blankenbaker to Wallace G. Lee, who will take posession of the house at once. . . . The new booking clerk at 20th-Fox is Mrs. Ellen Emmel, who formerly was associated with the department. . . . The Variety Club of Indianapolis, now in its new quarters, was host to International Chief Barker George Hoover.

The Indianapolis Variety Club will have its formal opening on Feb. 12. There will be a dinner dance, the tickets for which can be had from any barker. . . . DeLoros Menger, assistant cashier, Warners, and R. Gigrich, head shipper, Warners, were married. . . . Exhibitors seen on Film Row were A. H. Borkenstein, Wells, Fort Wayne, Ind.; J. B. Sconce, Sconce Circuit, Edinburg, Ind.; E. L. Orenstein, Orenstein Circuit, Louisville, Ky.; W. T. Studebaker, Logan, Logansport, Ind.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.; and W. R. Whitley, Kokomo, Ind.

Pittsburgh

Bert M. Stearn, Cooperative Theatre Service, and Louis E. Hanna, Hanna Theatre Service, report the merging of their two booking agencies. This will total 135 accounts, representing indoor and outdoor theatres in western Pennsylvania and West Virginia and making it one of the biggest buying and booking agencies in the country. . . . The Ellis brothers, owners and operators, Ellis Drive-In, Bridgeport, W. Va., have acquired the Sunset Drive-In, Meadowbrook, W. Va. Joe Feeney, will now buy for the Sunset, formerly booked by Gray Barker.

Mr. and Mrs. Charles Warner, who sold the Skyline Drive-In, near Clarksburg, Pa., recently have left for Florida and Georgia. . . . The Leona, Homestead, Pa., was not damaged when a fire that did $50,000 damage to two adjoining stores was put out before reaching the theatre. . . . Clarence Farkas, nephew of Adolph Farkas, Lyric and Rialto, Johnstown, Pa., and Miss Catherine Kolar were recently married in the St. Rochus Catholic Church, Cambria City, Pa. The bridegroom is employed at the Lyric, Johnstown, Pa.

Pete DiFazio, former Warners salesman, here, and former Warners branch manager, Washington, returned as a Paramount representative from Indianapolis, assigned to the Mainline and Erie territories. Harold Henderson, who covered out of state zones, now will cover the West Virginia territory. . . .



M. A. Silver, Pittsburgh zone manager, Stanley Warner Theatres, and a leader in industry, civic, and communal endeavors, has just been named by the Junior Chamber of Commerce of Pittsburgh for its annual "Man-of-the-Year" award.

The Blatt brothers' Governor, Somerset, Pa., has been entirely renovated and redecorated for the first time since the theatre opened in 1938. . . . Vince McCartney has been named manager, Liberty, Mercer, Pa., to replace John Bello, who recently became manager, Penn, Blairsville, Pa., which was leased recently by his father, Tommy Bello, Sr., Nanty-Glo, Pa., exhibitor, and Saul I. Perlman, salesman for Warners.

Anas brothers', Ohio Drive-In, Follansbee, O., has extended wings to its concrete block building, giving its screen a new size of eight feet. . . . Strand, Moundsville, Pa., has installed CinemaScope. . . . Ellis Drive-In, Clarksburg, Pa., has remodeled and enlarged its concession building, including the installation of new equipment.

Elroy Hirsch, football great who turned movie star, will be in in connection with his latest picture, "Unchained," set for the downtown Stanley. . . . Seventeen Pittsburgh district theatres recently began showing two new U-I features, "Four Guns to the Border" and "Yellow Mountain," first-run, due to the hold-over pictures playing downtown.

Projectionist Bernard Lauth has taken his wife home from the Allegheny General Hospital, where she recently underwent surgery. . . . Margaret McGeever was bedded with an attack of laryngitis. The lady is local MGM booker. . . . Ted Tolly, head shipper, MGM, has been re-elected president, Film Exchange Employes, for the 15th consecutive time.

Stanley Warner secretary Rosemarie Ferraro and her soldier fiance have set the wedding date for April 23 in Duquesne's Holy Name Church. . . . Ed Fullerton, University of Maryland, football great, is the son-in-law of Herb Walton, Stanley Warner artist, and is entertaining Mrs. Walton as his house guest in Baltimore, Md.

City area independent exhibitors signed a new contract with IATSE Local 171 after months of negotiations. Union members were granted two weeks vacation pay and a wage increase of five cents per hour for the first year and an additional five cents for the second year. . . . Tony and Don Mungello, owners and operators, Maryland, Burgettstown, Pa., will construct a 500-car capacity drive-in at Slovan, Pa. Mary Ann Construction Company, owned by these brothers, will be the general contractors.

Directors of the Catherine Variety Fund, Inc., were guests at the Variety Club weekly luncheon meeting. . . . The Strand, Pitcairn, Pa., closed. The old Nemo closed and was turned into a furniture store, leaving this town without a theatre.

Jake Silverman left Altoona, Pa., to look over his Washington drive-in. He and his brother Ike have one theatre now the Blair, Hollidaysburgh, Pa., with the Fabian interests operating their former theatres. . . . Clifford S. Brown, Temple, Kane, Pa., became a victim of pneumonia and is now at the Kane Hospital. . . . H. K. Blakely, Kellers, East, Pa., was laid up with a virus ailment.

Among state visitors were Adolph Farkas, Lyric and Rialto, Johnstown; Andy Biordi, Majestic, Ellwood City; Bert Redfoot, Arcadia, Windber; Chris Fourgis, Grand, Mount Pleasant; Harry Fry, Wampum, Wampum; Wilber Best, Grand, West Newton; Herman Stahl, Drake, Oil City; and Ralph Adelman, Mars, Mars.

Local showman John H. Harris will have three ice shows next season. In addition to "Ice Capades" and "Ice Cycles," the new one will be known as "Ice Capades National Company."

Bernard Burns has resigned as manager, Rex, Corry, Pa., to enter the nursery and landscaping business. His brother, Regis, will now manage this theatre. . . . Esther and Bill Finkel, he being the former Variety Club chief barker, hosted a recent gathering for members. . . . Hymie Wheeler, Screen Guild salesman, has turned into a bridge champ and is now taking on all comers, besides covering the entire out of state territories.

Kentucky

Louisville

A safe at the Bacon, Versailles, Ky., was blown open and robbed of between $700 and $800. Owner Alvin Dickey said the money represented weekend receipts.

Ohio

Columbus

Screen comedian Joe E. Brown, native of Holgate, O., received the "Governor's Award" for outstanding accomplishment at the annual presentations held in conjunction with the Ohio Newspaper Association convention. Brown was the sole show business personality honored in a group of seven distinguished Buckeye State sons. . . . George "Red" Bricker, 56, former Columbus newspaperman and for many years a film script writer, died at his home in Sherman Oaks, Calif. . . . Ward Bentley, United Artists exploitation representative, was

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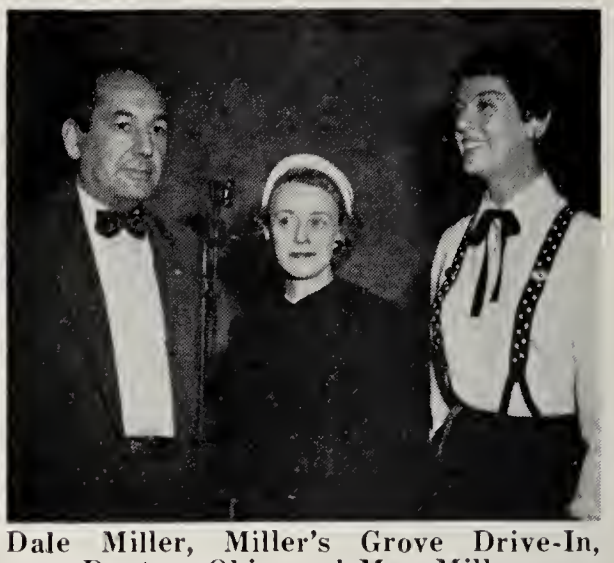
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	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
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	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
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	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
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Dale Miller, Miller's Grove Drive-In, near Dayton, Ohio, and Mrs. Miller were recent visitors to the Paramount studio, where they visited Rosalind Russell on the set of "The Gold Rush."

here in advance of the showing of "Black Tuesday," Loew's Broad.

Below zero weather and icy streets combined to curtail attandance at all local theatres. . . . Manager Walter Kessler, Loew's Ohio, arranged for Spencer Tracy and Anne Francis, stars of "Bad Day at Black Rock," to sponsor victory trophies awarded to the Columbus teen-age boy and girl chosen "Mr. President" and "Madame President" at the Presidential Ball of Sigma Theta Pi at the Desher-Hilton. . . . Leonard Costantini, assistant manager, Loew's Ohio, resigned. He plans to go to New York for a try at show business there.

Maurice Bergman, Eastern studio representative of Universal - International, will be guest speaker and banquet toastmaster at the convention of the Independent Theatre Owners of Ohio, on Feb. 28 and March 1 at Deshler-Hilton hotel. This will be Bergman's third appearance at ITOO conventions. His topic will be "How Universal-International Is Developing New Talent, and What Exhibitors Can Do About It."

Ohio pastors and juvenile court judges, meeting here in separate conventions, called for enactment of stronger censorship laws. More than 2,000 pastors approved a resolution recommending censorship legislation. The judges called on the General Assembly for enactment of movie censorship laws that will protect the "public morals of the youth of our state." The jurists asked for a new law which could be constitutional and would make it impossible to show in Ohio "those pictures determined as unfit for distribution or showing." Meanwhile, in Cleveland a group of civic and religious leaders unanimously passed a resolution favoring a new law governing state censorship.



NEWS OF THE Territory

Chicago

It has been announced by Jack Kirsch, president, Allied Theatres of Illinois, that the Roseland, Roseland, Ill.; Skokie, Skokie, Ill.; and Armitage, Chicago, have enrolled as members of both the Allied organization and the Allied buying and booking department.

The first of the Variety Club monthly buffet luncheons, primed by chief barker Jack Kirsch to increase membership and interest in the club, was a success in point of attendance and spirit. Business meetings will follow the spreads. . . . Evelyn Baum, secretary to Ben Katz, regional U-I promotionist, had a tonsillectomy. . . Charles Teitel, World Playhouse, returned from New York where he secured "Gate of Hell."

The Calo is displaying a large "For Rent" sign. . . . Dave Wallerstein, B and K vice-president and general manager, and his wife gave a joint birthday party. . . . Christ Pashoff, formerly assistant, Washington, Granite City, Ill., was named manager, City, St. Louis, which had been closed for two years.

Frisina Amusement Company is installing wide screens in its drive-ins at Carlyle, Carlinville, Effingham, Litchfield, Taylorville, and Robinson, Ill. . . . Mrs. Irving Mack, wife of the Filmack prexy, misses her youngest son, Don, his wife and their four children. The lad was promoted to the top sales job of the organization in New York.

Mrs. Hannah Tobin, Capitol owner, Waterloo, Ill., died. Her son, the late Thomas C. Tobin, was a theatre owner and exchange manager in St. Louis. . . . A Northwestern University scholarship is being endowed in the memory of Robert Leler, midwest manager, Television Programs of America, who lost his life in a plane accident. . . . Sam Gorelick, RKO branch manager, took a trip through his territory.

James J. Masterson, 64, veteran projectionist, succumbed to a long disability. He was single and is survived only by a sister. Interment was in St. Joseph's, River Grove, Ill. . . . Ted Briskin, camera manufacturer, and Colleen Miller were wed. . . . The father, 80, of actor Stephen Chase, died in suburban Evanston.

Publicist Charley Riley, severly ill for much too long, was rejuvenated when approached by producers for his "The Life of Ben Bernie," an original screen play which may be retitled "The Old Maestro." Charley was Bernie's right hand man. . . . Charles H. Percey, Bell and Howell president, addressed the Investment Analysis Society of Chicago.

D. H. Finke, Ticket Register Industries and Coinmeter Corporation, and his wife visited in New York enroute to a Miami, Fla., vacation. . . . Jack Rose, Manta and Rose, is back from a New York business trip.

Rock Hudson, in town for "Captain Lightfoot," was feted by New Trier High School. . . . Foster Blake, U-I western sales manager, came in for conferences with Mannie Gottlieb, district manager. . . . Financier Ralph Stolkin, who is still working on the purchase of a major Hollywood Studio, went to Miami Beach, Fla., to witness the first 500 families move into Coral City, his new housing enterprise. He is building 10,000 homes on a huge site.

Dallas

The annual company convention of Ezell and Associates Drive-In Owners was held in Galveston, Texas, Feb. 1-2, at Gaido's Motel and Restaurant. All managers and associates were in attendance. Those attending from the Dallas office included: Mr. and Mrs. Claude Ezell, Al Reynolds, Hugo Plath, Dolen Russell, Conley Cox, Dorothy Mealer, and Mildred Fulenwider. . . . Martha Boyle, Warners is on leave of absence from the cashier's department. . . . Ezell and Associates new employe is Mrs. Shirley Pembrook. . . . The Variety Club is giving a luncheon honoring their out-going chief barker, Al Reynolds, Feb. 14, at the Variety Club. . . . Ed Williamson, Warners district manager, is back in the office after his operation. . . . The wife of Walter Hanson, 20th-Fox head booker, has been very ill. . . . John Rowley, first assistant chief barker, was in San Francisco to attend the Variety Club Heart Award dinner and see the installation of new officers. . . . Out of towners included Freddy Smith, Huntsville; M. K. McDaniel, LaMarque; E. B. Harton, Rule; Wayne Chipman, Temple; Bill Rau, and Bob O'Donnell, San Antonio; and Harold Stroud, Hamilton, Tex. ... Ed Newman, Waco, opened the Imperial recently.

United Church Women of Dallas, an organization representing 150 churches, in collaboration with the Dallas Motion Picture Board of Review, is sponsoring a new project in which the outstanding picture of the month will be reviewed and recommended to all Protestant church women. "Why not use the movies to build up rather than to tear down," is their goal, stated in the first report in which they name Warners' "The Silver Chalice" as the motion picture choice of the month.

Denver

CinemaScope installations in the territory are going on rapidly. Reports coming in to the 20th-Fox exchange, are that at least 23 have made the installation in the past two weeks. . . . C. C. Creamer, Minneapolis Theatre Supply, is head of a company putting in a drive-in between Deadwood and Lead, S. D., with CinemaScope and a 600-car capacity. Opening is set for the Spring. . . . Mickey Gross, former manager, Orpheum, reports from Hollywood that he is quitting his public relations business to join Gross-Krasne, Inc., where he will head several phases of studio operation. . . . Ed Turner, owner, Amuse-U, Tularosa, N. M., is building a drive-in there, has named it the Jet, and will open as soon as it can be readied. . . . CinemaScope is to be installed in the screening room at the 20th-Fox exchange. V. J. Dugan has turned the job over to National Theatre Supply.

Tommy McMahon, former RKO salesman, has been added by Buena Vista as a salesman to cover the Salt Lake City territory. . . . R. E. Wise, director, and Howard Horton, location manager for MGM, were in Canon City, Colo., looking for appropriate backgrounds for forthcoming films. . . . Reports from Colorado Springs, Colo., are that the Aircadia drive-in, being built by Westland Theatres, will be the most beautiful drive-in in the country The Aircadia will have CinemaScope, and Larry Starsmore, president of the firm, is supervising the installation of CinemaScope in the Eighth Street and Northside drive-ins, also at Colorado Springs. . . . Dorrance Schmidt is building a drive-in at Bridgeport, Neb., with a 250-car capacity. The opening is set for early spring.

Seen on film row: Larry Starsmore, Colorado Springs, Colo.; Mitchell Kelloff, Manzanola, Colo.; Russ Dauterman, Salt Lake City; Robert Smith, Steamboat Springs, Colo.; John C. Wood, Springer, N. M.; Carlin Smith, Glenrock, Wyo.; Albert Petry, Pagosa Springs, Colo.; Geo. (Scotty) Allan, North Platte, Neb.; Chris Gorder, Poplar, Mont.; Miss Marie Goodhand, Kimball, Neb.; Lauren McConnell, McCook, Neb.; Herbert Gumper, Alamosa, Colo.; L. N. Scheidegger, Seibert, Colo.; Mrs. Bert Lewis, Holyoke, Colo.

Des Moines

Iowa Governor Leo Hoegh issued a proclamation designating the month of February as "go to the Movies month." The proclamation noted that the Iowa theatres are in the midst of a "Forward in '55 celebration" and requested encouragement and support to their plans. . . . New officers for the local Variety Club, Tent 15, were installed at a banquet and dance, with George C. Hoover, Miami, Fla., international chief barker, in attendance, Bob Huff, Omaha, was the installing officer. Frank D. Rubel is the new chief barker. Hoover praised the work of Mrs. Rubel who was chairman of the women's division raising funds for the Boston cancer hospital for children.

Bill Curry, Iowa-United, has returned to his desk following a long illness. . . . Don Hicks, Paramount manager, was away from his desk for several days with a virus infection. . . . Jim Gray has resigned as manager of the theatre at Sac City, Iowa. He has been with Central States for 11 years.

Alex Harrison, 20th-Fox western sales manager, was in for branch meetings and talks with leading exhibitors on forthcoming products. He left for New York City.

DENVER EXHIBITORS ENTHUSED OVER MGM WORKSHOP SESSION WHICH OFFERED MANY TIPS ON TICKET SELLING PROMOTIONS



Additional photos of MGM's Ticket Selling Workshop in session in Denver recently shown in the usual, left to right, top to bottom, order: Henry Fridel, MGM Denver branch manager; John S. Allen, MGM southwestern sales manager; Emery Austin, MGM exploitation head, who explained the company's 34 aids to help theatre owners in the promotion of the company's product; and Pat McGee, head, Cooper Foundation, which operates a string of theatres in Colorado; and, second row, left to right, Tony Archer, Civic Theatres, Denver; Joe Dekker, Civic Theatres; Dwight L. Jones, Civic Theatres; John W. Creamer, Holiday, Denver; William Van De Venter, Lakeshore Drive-In, Denver; Otto Bartusch, Oriental, Denver; and Wilbur Williams, Denver; Don Beers, Santa Fe, Santa Fe, N. M.; Mrs. Ted Knox, Basin Drive-In, Denver; Mrs. Melvin Meier, Wyoming, Lusk, Wyoming; and Tom Smiley, Wolfberg Theatres, Denver; L. J. Albertini, Wolfberg Theatres; Mrs. Ruth Wolfberg, Wolfberg Theatres; Jennings Hocks, Wolfberg Theatres; Alva Traxler, Wolfberg Theatres; Allen Vernon, Wolfberg Theatres; John Roberts; Wolfberg Theatres; Jack Wodell, Wolfberg Theatres; Mel Medaro, Wolfberg Theatres; and J. R. Smith, Chief, Steamboat Springs, Colo.; Robert Lotito, Denham, Denver; Anne and Mitchell Kelloff, Pine, Manassa, Colo.; Edna Mae and George Kelloff, Ute, Aguilar, Colo.; and Ralph Batschelet, Webber, Denver; Gus Ibold, Comet, Denver; Rhuben Stroh, Nuggett, Telluride, Colo.; Ross Woolridge, Alameda, Denver; Les Newkirk, Fox, Boulder, Colo.; Harvey Gallagher, Bluebird, Denver; Robert Nelson, Fox, Leadville, Colo.; and Bill Hastings, RKO, Denver; H. A. Goodridge, Fox Intermountain, Colo.; Jack Fleming, Center, Denver; Bob Sweeten, Center, Denver; Jo Ann Sherman, Fox Intermountain, Denver; A. Daviette, Fox Intermountain, Denver; Paul Bowman and Vincel Fallansbee, Isis, Victor, Colo.; John Denham, Denver, Denver; Keith May, Fox Aurora, Aurora, Colo.; Nino Pipitone, Esquire, Denver; Bill Law, Ogden, Denver; Harry Wilhelm, Tabor, Denver; Si Sanders, Fox Intermountain, Denver; Bill Agren and Paul Lyday, Fox Intermountain, Denver; and, standing, Mile Cramer, MGM; Ray Davis and Harold Rice, Fox Intermountain; Owen West, West, Rock Springs, Wyo.; Gale Poland, Gem, Hull City, S. D.; Ray E. David, Pace, Chadron, Nebr.; Richard Klein, Black Hills Amusement Company, Rapid City, S. D.; Ted Jastorff, Dakota, Sturges, S. D.; Herb Hunt, Rapid Drive-In, Rapid City, S. D.; Loren Morrison, Elks, Rapid City, S. D.; James Griffing, All States Theatres, Alburquerque, N. M.; Don Hammer, Lee Theatres, Denver; and Billy Steele, McCook Drive-In, McCook, Nebr.; Mr. and Mrs. H. L. Boner, Star, Guernsey, Wyo.; Irving Mack, Chicago trailer head; M. E. Lofgren, Chief, Greely, Colo.; Edward Kelly, Chief, Pueblo, Colo.; and John Schafluetzel, Greenley, Colo.; Chuck Kroll, Lincoln, Lincoln, Nebr.; George Brube, Harber, Colorado; Ed Thorne, Cooper Foundation, Denver; Jack Bruno, Main, Pueblo, Colo.; Ike Hoig, Stuart, Lincoln, Colo.; and Harvey Taylor, Cooper, Grand Junction, Colo.; Frank Hopper, Uptown, Pueblo, Colo.; Larry Jensen, Trail, Colorado Springs, Colo.; Otis Dunlap, Towers, Denver; Charles Shire, Nebraska, Lincoln, Nebr.; Charles Freeman, Ute, Colorado Springs, Colo.; Frank Roberts, Cooper Foundation, Denver; and Derald Hart, Westland Theatres, Colorado Springs, Colo.; G. E. Baggs, Westland Theatres, Colorado Springs, Colo.; Howard Campbell, Westland Theatres, Colorado Springs, Colo.; Luther Strong, Mesa, Grand Junction, Colo.; Deitz Lusk, theatre architect, Colorado Springs, Colo.; Larry Starsmore, Westland, Colorado Springs, Colo.; H. G. Leeper, Chief, Colorado Springs, Colo.; and, standing, Claude Newell, MGM Denver office; M. E. Lofgren, Chief, Greeley, Colo.; G. E. Baggs, Westland Theatres, Colorado Springs, Colo.; J. C. Parker, Mission, Dalhart, Texas; and Kelly Crawford, Allen Circuit, Farmington, N. M. Many other area exhibitors were in attendance.

Kansas City

Jack Cohan, salesman for 20th-Fox, has been transferred from the Minneapolis territory to Kansas City. He will cover the northwestern area succeeding Ray McKitrick. . . . Betsy Josephson, secretary to R. M. Shelton, Commonwealth president, has resigned her position and has been replaced by Carol Cook. . . . MGM Ticket Selling Workshop, was held in conjunction with the Kansas - Missouri Theatre Association convention. The meeting was scheduled at the Continental Hotel, and was for drive-in and indoor theatre operators. . . . Stanley Durwood, general manager, Durwood Theatres, announced that Richard Durwood, younger son of Ed Durwood, president, has been advanced to buyer and booker, succeeding Woody Longan. Henry S. Ungerleider, in addition to his duties as comptroller, has been appointed theatre supervisor. He will also assist Richard Durwood with the buying and booking for the circuit. . . . Visitors on Film Row: Mr. and Mrs. Woody Barett, Wichita, Kans.; Ralph Larned, LaCrosse, Kans.; Harley Fryer, Lamar, Mo.; Louis Crowe, Odessa, Mo.; Louis Stein, Parsons, Kans.

Los Angeles

Columbia's new local branch manager, Harold Green, checked in to take over his duties. . . . Vinnicoff Theatres named Harry Zuma as the new manager of the Garfield, Alhambra. . . . Dave Ross, former Fox West Coast district manager and Henry Pines have assumed the operation of the Uptown, Pasadena from FWC. . . . Elmer C. Rhoden, president of National Theatres, will preside as chairman of the special fund for the 1955 Denver Hospital and Sanatorium's Humanitarian of the Year dinner, a $100 a plate affair to be held March 20 at Beverly Hills Hotel. . . . The stewards and board members of the Film Row Club elected the following officers for the new year, at a dinner meeting held at the Roger Young Restaurant: president, Bill Watmough, Warners; vice-president, Milton L. Frankel, Warners; vice-president membership, Jack Sherriff; vice-president publicity, Mae Friedman, FWC; secretary, Alice Adams, Paramount; treasurer, Jules Gerlich, Universal-International; sergeant - at - arms, Morris Kleinman. . . . Gene Spatz resigned as booker at 20th-Fox. . . . Frank Reimer, Warners sales manager, has been promoted to branch manager of the Milwaukee office. . . . The Office Employees International Union, Local No. 174, called a meeting of all the members employed on the Row, to discuss the proposals for the new contract which becomes effective in April. . . . Bob Ableson, sales manager, Paramount, has been discharged from the hospital and is resting at home.

Minneapolis

Universal expects to be in its new exchange building this week, it was announced. S. S. Jacobs Company, Jacksonville, Fla., is general contractor for the project. . . . Al Fritz, operator, Lyric, Watertown, S. D., was named "outstanding boss" by the local Junior Chamber of Commerce. . . . Ivan Fuldauer, MGM midwest press representative, was in showing the ropes to Norman Levinson, new regional press representative. Levinson formerly was assistant, Loew's Poli, Hartford, Conn.

Ben Marcus, Columbia midwest district manager, was in. . . . M. A. Levy, 20th-Fox midwest district manager, was in Kansas City on business. . . . Claudia Hall, Universal starlet, was in for personal appearances in connection with "Six Bridges to Cross". . . . Irving Marks, Allied Artists branch manager, was in southern Minnesota calling on accounts. . . . Don Swartz, operator, Independent Film Distributors, vacationed in Miami Beach. . . . Another Florida vacationer was Ed Sullivan, operator, Hilltop Drive-In.

Edward Holland, RKO exploiteer, was in blowing the bubbles for "Underwater." . . . Recent out-of-town exhibitors on the row were Verna Chaffee, Hinckley, Minn.; Mrs. W. Storholm, Ironton, Minn.; M. Derbout, Minneota, Minn.; William Olson, Zumbrota, Minn.; Leo Allender, Northome, Minn; Dave Seng, Karlstad, Minn.; and Mrs. Van Tassel, Watertown, Minn.

Sub-zero temperatures were blamed by loop theatre operators for a drop in box office grosses. . . . Harry B. French, president, Minnesota Amusement Co., was confined to his home with a virus infection. . . . Charlie Craemer, Minneapolis Theatre Supply, vacationed in El Paso, Texas. . . . Independent Film Distributors will handle distribution of "Mr. Hulot's Holiday" in the territory for J. Arthur Rank.

Sheldon Kliman, manager, Riviera, Hastings, Minn., an accomplished ventriloquist, entertained the Prescott, Wis., Lions club recently. . . . Melvin Dhein purchased the Royal, Stratford, Wis., from Frank Cartwright. . . . Mankato, Minn. theatre owners jointly sponsored a matinee for the March of Dimes with proceeds going to the local polio fund. . . . The Falls, Redwood Falls, Minn., trimmed its admission from 60 cents to a tax-free half dollar.

Four major anti-trust actions involving Twin Cities theatres and major film companies still remain on file in federal district court, a check showed. Plaintiffs in the actions include the Edina, in a suit filed by the late Ben Friedman; the Hollywood, owned by Rubenstein and Kaplan; the St. Louis Park, owned by Harold Field; and the Nicollet and Eleventh Street Theatre Corp. (Lyceum). No trial dates have been set for any of these cases.

Ben Berger, president, North Central Allied and Berger Amusement Co., has been renamed 1955 co-chairman for the Crusade for Freedom in Minnesota. . . . A free show at the Drake, Blackduck, Minn., sponsored by local merchants recently drew 800 persons. . . . Lyle Hendrix has reopened the Little America, Carthage, S. D., under lease from C. N. Munger. . . . H. D. Mayer has closed the Sun, Emery, S. D., after a two-month trial operation failed to draw patrons. . . . At Belgrade, Minn., the local commercial club is reported studying a proposal to buy the Bell theatre property and operate it as a civic project.

Ed Linder, Gopher, has been getting plenty of newspaper publicity recently in the Argus and the Star. In the Argus, he recently got swell results with the old gag of printing a two inch ad on "Down Three Dark Streets" upside down. Linder's wife, Bunny, is visiting her parents at Miami Beach, Fla.

Ben Berger, president, North Central Allied, and president, Berger Amusement Company, and his wife returned from a vacation in Puerto Rico. . . . Dwight Hanson has reopened his Valley, Eddyville, Ia. . . . Minnesota Amusement Company is trying out an art policy at the Austin, Austin, Minn., for 12 weeks. . . . John Brandenhoff, operator, Nicholas, Fairmont, Minn., has been elected president, local Kiwanis Club.

John Louis has been named managing director, Cardinal Theatre's World, Duluth, Minn. Louis formerly managed the Campus for Sol Fisher. . . . The O'Brien, Tracy, Minn., has been closed for the winter. . . . Robert Fuller, Austin, Minn., is the new manager, Grand, Fargo, N. D., succeeding Richard Cvetic. . . . Maitland E. Frosch, and Sterling Jones, St. Paul, have taken over the operation of the Midtown, St. Paul neighborhood house.

Oklahoma City

Bill Rice, son of Paul Rice, Paramount salesman, has the chicken pox. . . . Paramount branch has installed VistaVision in their screening room, consisting of a Walker plastic seamless screen; super-cinephor lenses, and new reflectors. . . . The mother-in-law of Marion Osborn, branch manager, 20th-Fox, passed away. . . . The Palace, Sunray, Tex., is now operated by Marvin Bell, Sunray. Booking and buying for this theatre is being done by the Arch Boardman Booking Service, Dallas, . . . Mrs. Blanch Camp, cashier, Paramount, received word from her daughter Jean, that she will soon be a grandmother.

Out-of-town exhibitors in town this week were: Max Feinsilber, Yukon, Yukon, Okla.; L. A. White, Tech, Weatherford, Okla.; G. E. Ortman, Ortman, Hennessey, Okla.; Mrs. E. H. Hogland, Wolf, Lone Wolf, Okla.; Clystia Harrel, Rex, Leedey, Okla.; Mrs. Rhoda Cates, Tower, Seiling, Okla.; J. S. Worley, Liberty-Texas, Shamrock, Tex.; J. C. Luke, Town Hall, Gotebo, Okla.; V. A. Wilkinson, Ritz-Joy, Comanche, Okla.; B. C. James, Roxy, Billings, Okla.; Johnny Fagan, Bunavista Drive-In, Borger, Tex.; Mr. and Mrs. C. W. Duncan, Avalon-Redskin, Wetumka, Okla.; W. T. Kerr, Platt, Sulphur, Okla.; and W. E. Jones, Harmony, Sand Springs, Okla.

Proceeds from a benefit showing of films at the Palace, Stigler, Okla., on Feb. 24-25 will go to local Lions Club,

. . . The Broadway, Muskogee, Okla., was held up and robbed of about $20 with the police capturing a suspect after a wild chase in the business section.

A meeting will be held this week in the Paramount screening room for the purpose of definitely organizing a WOMPI Club in Oklahoma City. . . . The fifth conference of the Video Independent Theatres partners and managers was held in the Skirvin Hotel for a two day session. Featured on the program were Jeff Livingston, U-I, New York City, and Mike Simon, MGM, New York City, followed by an informal dinner in the Crystal Room. Featured on the program the second day were J. Paul Shipley, Enid, Okla.; Frank Love, Wewoka, Okla.; John Monroe, Elk City, Okla.; Fred McElroy, Altus, Okla.; Pete Kempf, Miami, Okla.; A. B. Dean, Ardmore, Okla.; Kreuger Dillender, here; and W. B. Sylvester, Stillwater, Okla., followed by an informal dinner-dance in the Persian Room.

Out-of-town exhibitors in town were Joe Johnson, Tower, Cement, Okla.; John Sanders, Melba and Nusho, Cleveland, Okla.; Silas Pack, Palace, Haskell, Okla.; G. N. Walker, O.K., Newkirk, Okla.; Lake Grove, New, Panama, Okla.; W. E. Jones, Harmony, Sand Springs, Okla.; H. D. Bowers, Brook, Tulsa, Okla.; Leo Cain, Leo, Wister, Okla.; L. A. White, Tech, Weatherford, Okla.; Garland L. Wilson, Shattuck and Elco Drive-In, Shattuck, Okla.; Sam Ridgeway, Trend, Maysville Okla.; Beaty Chronister, Washita, Hammon, Okla.; Bill Cleverdon, Ritz, Eldorado, Okla.; C. L. Lance, El Rancho, Ringling, Okla.; Clyde Wallace, Alex, Alex, Okla.; Glenn L. Dalton, Rex, Yale, Okla.; Woody M. Minor, Pix, Wewoka, Okla.; Hugh Bates, Pine, Tecumseh, Okla.; Melvin Butler, Salina, Salina, Okla.; Bill Slepka, Crystal and Jewel, Okemah, Okla.; Gerald Bullard, Star, Morris, Okla.; John M. Buffo, Liberty, Hartshorne, Okla.; M. T. Sands, Kiamichi, Clayton, Okla.; and Jess Cooper, Lyric, Chelsea, Okla.

Omaha

George Regan has been appointed manager, 20th-Fox exchange. Formerly a salesman in the company's Kansas City exchange, he succeeds Joe Scott, who passed away recently.

Portland

Frank Breall, Century, announced a policy change. Century will feature a low-priced grind with a noon to midnight schedule. . . James Hommel, former Universal International branch manager, is reported still in a critical condition at Veterans Hospital after a 13-month stay. . . . H. H. Greenblatt, RKO general sales manager, and J. H. MacIntyre, western division manager, were in town conferring with Richard Lange, branch manager.

St. Louis

A new wide screen has been installed in the Arlee, Mason City, Ill., owned by Arthur G. Struck. . . . A wide screen has been added to the equipment of the Rollamo, Rolla, Mo. . . . CinemaScope equipment, including the necessary lenses has been installed in the Joy, Chester, Ill. . . . CinemaScope equipment has been provided for the Capitol, Rosiclare, Ill.

Tom Bloomer, past president, Missouri-Illinois Theatre Owners, an affiliate of TOA, and his brothers Frank and Wesley Bloomer, Bloomer Amusement Company; and Phil Hill, Belleville, city manager, and Johnny Meiniardi, district manager, Fox Midwest Theatres, were among the very first to join and actively support the Belleville-Scott Committee. Lester R. Kropp, president, and Joseph Ansell, treasurer, Missouri-Illinois Theatre Owners, took an active part in providing entertainment for the floor show that was conducted in connection with this year's G.I.-Pal Dinner. Canadian division sales manager for Universal, and H. H. Martin, Dallas, Tex., the company's district manager, spent practically the entire week here discussing the company's 1955 sales program with Harry Hynes, U-I manager. While here McCarthy and Martin, in company with Hynes, conferred with Edward B. Arthur, president, St. Louis Amusement Company, and general manager, Fanchon and Marco Service Company, operators of the theatres in the Fanchon and Marco St. Louis Amusement Company circuit. They also went to Springfield, Ill., to meet Jimmy Frisina, buyer for the Frisina Amusement Company. Later in the week McCarthy returned to New York and Martin to Dallas.

Highway 39 Theatre Corporations has been granted a Missouri charter to do a general theatre business and to issue 5,000 shares of no par value stock. The incorporators were listed as H. H. Stern, M. E. Meyer, Jr., and B. L. Liberman. The law firm of Burnett, Stern and Liberman, handled the legal details of the incorporation.

Jimmie Gately was reelected business agent for the Film Employes Local Union P-1, an affiliate of the IATSE, at the annual meeting of that organization. Other officers and committee members selected at the meeting include: president, Marcella Dinney, Republic Pictures; vice president, Maude Stephan, 20th-Fox; corresponding secretary, Mary Lou Sturnahan, Warners; financial secretary, Mable Godwin, MGM; recording secretary, Anne Kerr, 20th-Fox; treasurer, Margaret Duggan; members of executive board, William Thomas, 20th-Fox; Mary Brown, 20th-Fox; Margaret Murphy, Universal; and Eva Wassom, Allied Artists; and Trustees, Ruth Bauchens, United Artists; Rita Brusselbach, RKO, and Bea Rapp, RKO.

Out-of-town exhibitors seen along Film Row during the past week included: Bill Williams, Union, Mo.; Howard Bates, Cape Girardeau and Illmo, Mo.; A. B. Jefferis and his wife, Maude Jefferis, Piedmont, Mo.; Paul Stehman, Winchester, Mo.; Albert Magarian, East St. Louis, Ill.; Johnny Giachetto, short subjects booker, and Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; Ben Montee, Jacksonville, Ill.; Herman Tanner, Vandalia, Ill.; Mr. and Mrs. C. K. Paisley, Perry, Mo.; Lawrence McDonald, Prairie du Rocher, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Bernie Beck, Ziegler, Ill.; J. A. Krause, Nauvoo, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Eddie Clark, Metropolis, Ill.; Mrs. Catherine Beckemeyer, Trenton, Ill.; Otto Ingverson, Montgomery City, Mo., and John Rees, Wellsville, Mo.

Harry C. Arthur, Jr., vice-president and general manager, Fanchon and Marco, Inc., is due back from the west coast. . . . Leo Keiler, president and general manager, Columbia Amusement Company, Paducah, Ky., and Mrs. Keiler are enroute to Japan. . . . The wife of Amos Leonard, Warners salesman, left for Florida to visit with relatives. . . . Hall Walsh, Warners southern prairie district manager was in Kansas City the past week. . . . Mrs. Leslie T. Barco, a former president of the Better Films Council of Greater St. Louis, was co-chairman of the Mothers' March on Polio staged to climax the 1955 March of Dimes drive in St. Louis and St. Louis County. Thousands of women, many of them members of the Better Films Council, visited the homes of the city and county. Unofficial estimates indicated their drive topped the $278,000 raised through the Mothers' March on Polio in 1954.

Mike Nash, veteran motion picture exhibitor, who had been a patient at St. Luke's Hospital undergoing treatment for a glandular condition, was due to return home late this week. His son, Harry Nash, operates the Ritz, California, Mo.

Andy Dietz, president and general manager, has announced that his Andy Dietz Enterprises has obtained the national distribution rights to the motion picture and theatrical trade, etc., of a carry-out tray. Dietz also owns and operates Co-operative Theatres, an independent film booking and buying agency that serves a number of drive-ins and conventional theatres in the area. . . . Funeral services for James P. (Kid) Murphy, veteran member of the International Association of Showmen, were conducted recently. He is survived by his wife, Mrs. Bertha Murphy.

Lester R. Kropp, president, Missouri-Illinois Theatre Owners and co-general manager, Fred Wehrenberg Theatres circuit, and his wife, Mrs. Nellie Kropp, left for Fort Lauderdale, Fla. They plan to spend about three weeks. . . . Bill Powell, division manager, Midwest Drive-In Theatres, returned from Memphis, after appearing in the MGM Ticket Selling Workshop there.

George A. Wellenkamp, father of Mrs. Graham, who with her husband is the lesseee, Starlite Drive-In, Salem, Mo., died, with the funeral from the Clark Funeral Home. Wellenkamp is also survived by his wife, Mrs. Alice Wellenkamp, and a son, George J. Wellenkamp, and other relatives, including grandchildren.

Out-of-town exhibitors seen allong Film Row included Russell Armentrout, Louisiana, Mo.; Edwin Morgan, manager, Temple, Staunton, Ill.; Eddie Clark, Metropolis, Ill.; Forrest Pirtle, Jerseyville, Ill.; William Collins, DeSoto, Mo.; A. J. Williams, Union, Mo.; Charles Weeks, Jr., Dexter, Mo.; Louis Odorizzi, Mount Olive, Ill.; Charley Beninati, Carlyle, Ill.; Joe Goldfarb, Ill.; Woody Proffer, Ramsey, Ill.; Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; Joseph Nickolich, Mount Vernon Drive-In, Mount Vernon, Ind.; Mrs. John Edmundson, Bloomfield, Mo.; Tom Bloomer, Belleville, Ill.; Judge Frank X. Reller, Wentzville, Mo.; and A. P. Meier, Cuba, Mo.

The budget committee of the Missouri-Illinois Theatre Owners, composed of Bess Schulter, Joseph Ansell, and John Meinardi, met in the MITO offices. The office space special committee also met. That commitete includes Mrs. Schulter, Tommy James, and Eddie Clark, Metropolis, Ill.

Bob Goddard, St. Louis Globe-Democrat, observed and publicized this sign he saw on the marquee of a local theatre, "How to Marry a Millionaire - - at reduced prices." Really something for the gals to know. . . . Paul Musser, Casey, Ill., theatre owner, is visiting in Chicago.

Herb Washburn, manager, National Screen Service returned from Miami, Fla., where he attended a company sales conference. He found some time to enjoy deep sea fishing and landed a couple of barracudas. . . . Ray McCafferty, branch manager, Republic, has made a very fine recovery from his recent emergency appendectomy and may be able to resume his duties sooner than expected. . . . James Velde, United Artists western division manager, was here and later accompanied Bud Edele, branch manager, on business trips to Springfield, Ill., where he met officials of the Frisina Amusement Company, and to Memphis, where they conferred with Herb Kohn and M. A. Lightman.

The safe of the Star was forced open and $693 taken by burglars, Christ Efthim reported to the police. The intruders used an acetylene torch to get into the strong box. Entrance was gained to the theatre by forcing a rear door leading into an alley.

Russ Bovim, division manager, Loew's, became a grandfather when a daughter, Pamela Ann, was born to his daughter, Mrs. Harvey Dennis, at the Port Deposit Hospital, Maryland. The father is just out of the navy, having been stationed at U. S. Naval Station, Bainbridge, Md.

Executors of the estate of Solomon J. Hankin, a retired motion picture sales, exchange owner, and manager, and one time Warners district manager at Pittsburgh and Philadelphia, are faced with the task of locating his sister, Mrs. Sarah Rifkin, who lives "somewhere in Russia," since she was named beneficiary of half of Hankin's estate, estimated to be worth from $25,000 to $50,000. Hankin was buried from the Rindskoff funeral chapel. The pallbearers included Charley Goldman, Tommy James, Hugh Nesbitt, Nat Steinberg, all close friends from the motion picture industry, and Dr. Ed Hart, Gus Fischer, Johnny Johns, Charley Humfeld, and Jim Cowan, his fellow members in the St. Louis Lodge of Elks. His will specified that letters are to be written twice a year for seven years before the trust is to be terminated. Should Mrs. Rifkin be alive and be found, there may be some question whether the Russian government will allow her to receive the money left to her by her deceased brother, Louis Shifrin, attorney for the estate said. He plans to appeal to the Russian embassy at Washington, for help in locating Mrs. Rifkin.

Among the recent installations of wide-screens are the New Vernon, Mount Vernon, Ind., and the Okaw, Findlay, Ill., J. F. Janssen, owner. . . . The St. Louis Theatre Supply Company has sold CinemaScope equipment to Mrs. Catherine Beckmeyer for the Gem, Trenton, Ill., and to Leo J. Pavish for the Rio, Cottage Hills, Ill. . . . The 21 Drive-In, near Ellington, Mo., owned by Harold Larkin and Claud Davis, is widening its screen to 80 feet and is also putting in equipment for CinemaScope pictures.

Bill Powell, division manager, Midwest Drive-In Theatres, was to be a guest panelist at the MGM Ticket Selling Workshops at Jackson, Miss., and at Memphis, Tenn., He spoke about drive - in problems. Such a Workshop is to be held at the Chase Hotel here on June 6, according to the present schedule of the company, as announced by Mike Simons, director of customer relations for MGM.

Salt Lake City

Irving Helfront, home office assistant George A. Hickey, MGM western sales manager, was in as a stopover on his tour of coast branches. He then left here for New York City.

San Antonio

Rex Allen is scheduled to make a series of personal appearances at the sixth annual livestock exposition and rodeo to be held here from Feb. 18 to 27 at the local Coliseum. . . . A group of scouts from Warners were in looking for an adequate palatial mansion for shots of the forthcoming Edna Ferber production, "Giant". . . . Burglars looted the snack bar at the Lackland Drive-In here, according to a report made to local police. They took a cash register which was valued at $550 and an undetermined amount of cash.

All local firemen and policemen and their families are to be the guests of th Interstate Theatre Circuit here at an attraction of their own choosing between now and May 1. The invitations, issued by mail, are a "token of appreciation for the fine job done by the fire and police departments in 1954."

George Watson, city manager, Interstate Theatre Circuit; Ruben Riestra, consul-in-charge, Mexican Consulate; and Miss Cecilia Molina, consul, will judge the entries here on the "Vera Cruz" contest being conducted by the Majestic and the San Antonio Evening News. Winners will be flown by American Airlines to Mexico City where they will be guests at Del Prado Hotel.

The Interstate's Aztez tied in with a local grocery chain store and The San Antonio Express and San Antonio Evening News in running a cross word puzzle in the store's ad. Winners received $50 in groceries and 50 free passes to see "Sign of the Pagan."

Among the out of town exhibitors in were Carmen Lopez, who is opening the Mexicano, a 16 mm. situation in Houston, Tex., also operator, Encanto, Galveston, Tex.; H. R. Garza, H and H Drive-In and the Mexico, Rio Grande City, Tex.; T. L. Harville, Rio, Alice, Tex.; Lloyd Munter, Yolanda, Eagle Pass, Tex.; Murillo Amaya, Amaya, Poteet, Tex.; Don Miguel Galvan, Pena, New Braunfels, Tex.; and Manuel Zamora, owner, and Pete Fernandez, manager, Fiesta, Mathis, Tex.

E. B. Coleman, Dallas, an advance man for MGM, is paying a visit here and in other Texas cities with a baby elephant, the star of "Jupiter's Darling," which is scheduled to open at the Aztec. The elephant is 800 pounds and stands 56 inches tall. In addition to appearing at the Aztec, the animal is to appear at a local grocery store. . . . Television station KENS-TV will begin telecasting a weekly series of film programs which will feature the old "Our Gang" comedies produced for theatres by Hal Roach, and now being presented under the title "Little Rascals" by the Interstate Television Corporation.

CinemaScope equipment was installed at the Star, Hereford, Tex., operated by Francis Hardwick. . . . A. T. Boren, has resigned at city manager for East Texas Theatres, Inc., at Henderson, Tex. He is being replaced by Frank Gillespie, Rush, Tex. James Pryor has been named to replace Gillespie. . . . Guy Moses, manager, Pecos, Fort Stockton, Tex., has announced the installation of CinemaScope. . . . Oscar Garza, formerly manager, Rex, Mission, Tex., has opened the Rex, San Juan, Tex., where he will feature Spanish language films. . . . The Linda, Whitewright, Tex., now operated by Mr. and Mrs. Gillespie.

The Pioneer Drive-In will be opened by the Worley Brothers, J. S. and Eugene, sometime in May.

Among the out of town exhibitors visiting were Miguel Benitez, Jr., National, Weslaco, Tex.; Frank Irlas, Azteca, Big Springs, Tex., Jose Garcia, National, Asherton, Tex.; Mr. and Mrs. Humberto, Rex and Zapata, San Ygnacio, Tex., Jacinto Fraga, Azteaca, Natalia, Tex.; and Mr. and Mrs. Paul Poag, Texas, Del Rio, Tex.

Frank Lloyd, veteran producer and director, enroute to Brackettville, Tex., where Republic will begin shooting its Alamo epic on March 1, announced that the film will be shot under the working title of "San Antonio de Bexar" or "The Unconquerables." It

will star Sterling Hayden, Anna Alberghetti, J. Carrol Naish, Richard Carlson, Otto Krueger, and John McIntyre. Casting offices are to be established here and in Del Rio, Tex. The film will be shot on location to be set up near Fort Clark. When completed, Lloyd stated that the $2,000,000 film would be given its premiere here.

CinemaScope equipment has been installed at the Relax, Muenster, Tex., which is managed by George Letson. . . . Residents in the area of the Jackboro Drive-In, Fort Worth, Tex, can set their clocks and watches by the blasting going on at the drive-in to clear land for the expanded parking area. Following complaints by persons who said the early morning explosives were hard on their nerves, the construction company has ordered that blasting will be done at noon and at 5:15 p.m. each day for the remainder of the project . . . Billy Vasser has revealed that CinemaScope equipment has been installed at his Spring, Cascade, Tex.

Lewis Groves, owner and operator, El Rancho Drive-In, has announced the completion of the installation of CinemaScope equipment. . . . Television station KTRK-TV, Houston, Tex., has started a three-hour film program to be telecast each Saturday afternoon starting at 1 p.m.

San Francisco

James E. Velde, western division manager, United Artists, was in to launch a series of regional sales conferences in connection with forthcoming saturation bookings of "Vera Cruz," "Romeo and Juliet," "Black Tuesday," and "Battle Taxi." Following the meetings here, Velde will meet with circuit heads and UA branch staffs in Seattle, Portland, Los Angeles and Salt Lake City, and then return to the New York home office.

Seattle

Kroger Babb, president, Hallmark Productions, returned from Honolulu and stopped off here to attend the birthday celebration of Jack J. Engerman, Northwest Releasing Corporation on the business side, the acquisition of added territory for "Karamoja" was discussed. Inking of the contract will increase the Denver and Salt Lake territory eastward and will also include western Canada. . . . The Theatre Owners Association of Washington, Northern Idaho, and Alaska is planning a banquet March 29 to honor retiring executive secretary J. M. Hone, who has been active in that capacity for 32 years.

Buck Smith opened with CinemaScope in the new Monte, Montecino, Wash. . . . I. Helfont, MGM representative from the New York offices, has been visiting the local branch. . . . Modern Theatre Supply reports that salesman Jack Barber returned from a trip to eastern Montana, and Lee Scott was in Miles City, Wash., on business. . . . Walter Thayer, United Theatres, is vacationing in Houston, Tex. . . . Hildegarde Peterson, Portland branch manager, Northwest Releasing, is in Sun Valley. . . .



With RKO's "Underwater" scheduled for the Broadway, Herb Royster, Parker publicist, recently arranged for an "underwater" review of the film. The Oregon Skin Divers Club cooperated and Frank Chase, Tom Amerman, June Payne were present to assist Oregon Journal motion picture editor Arnold Marks, with clipboard, with details. The review appeared in the Journal after it dried out. The gimmick received considerable newspaper space.

Mrs. Molly Bergstrom, Selma, Republic, Wash., is vacationing in Honolulu. . . . The Narrows, Tacoma, Wash., owned and operated by A. G. Peechia, opened with complete four-track Simplex sterophonic sound and a 35-foot Walker screen supplied by National Theatre Supply. Complete new drapes were designed and installed by Al Mushkin, Theatre Drapery Supply.

New projectors have been installed in Dwight Spracher's Tokay, Raymond Wash. Earlier, new drapes, new carpeting, and a 20 by 40 foot Walker Screen were put in. . . . Northwest Releasing has announced that they will handle Hallmark productions for this territory.

"Jamboree," made by and for the Boy Scouts of America, with 16 Hollywood guest stars, is available through Northwest Releasing Corporation and has been set at the Music Hall for Boy Scout week.

Earle Keate, United Artists exploiteer, had a TV spot on the Sheriff Texas show to help publicize "Vera Cruz" at the Paramount. Other promotion of the film included free ticket to persons named Cooper and Lancaster,



Dr. L. A. Donnell, Mayor, Wichita, Kans., recently flew to Hollywood to request that Allied Artists' "Wichita" be given its world premiere in this city. He is seen on the film set with, left to right, Joel McCrea, producer Walter Mirisch, and co-star Vera Miles.

plus large newspaper ads. . . . Nicol Smith, author, world adventurer, photographer, and lecturer, supplied the commentary for his color film, "Bavaria," which had a four-day run at the Palomar under the auspices of World Cavalcade.

Hugh Becket officially took over the Moore and immediately began work on the reconstruction and redecoration to make it the newest concert and legitimate house in the northwest. . . . Film Row visitors included Rad Pratch. Realtar, Tacoma, Wash.; Roy Stahlcups, Community, Tacoma; Sid Dean, Lakewood and Rex, Tacoma; and Darrel Snyder, Cameo, also Tacoma.

Ed Cruea, Allied Artists branch manager, is working with the Seattle Council of Churches and also the Greater Seattle Gospel Crusade on the promotion of their new two-reel film on Evangelist Billy Graham. . . . John Rickert, U-I branch operations representative from the New York home office, and Art Greenfield, U-I branch manager, are both alumni of the same school at the University of Southern California. Coincidentally, Rickert, Greenfield, and Phil Stanton, office manager and booker, all lived at different times in the same apartment house in San Francisco. Rickert has been auditing in the Seattle office for he past three months.

Lou Pressler, United Theatres, is vacationing in California and Nevada. . . . Fred Danz, Sterling's vice-president, is on an extended trip to the southland. . . . Walt Thayler, booker, United Theatres, left for a two-week vacation, with main destination Houston, Tex.

Lorne Sackrider has joined the Sterling advertising staff, coming from the chain's Palomar and the Northgate. Robert Fitzhugh, former assistant booker, Sterling office, has taken over management of the Roosevelt, replacing John Hammond, who joined the Chamber of Commerce. . . . Darrel Saunders has taken over the buying and booking for the Cameo, Tacoma, Wash., formerly handled by Buck Smith. . . . 20th-Fox branch manager Jack Burk, office manager Jim Brooks, and salesmen Glen Haviland and Mike Powers attended the the sales meeting at the Clift, San Francisco.

Jack Engerman and Zollie Volchok, Northwest Releasing Corporation, who have been handling Seattle and Portland exchanges for Hallmark, have also been awarded Salt Lake City and Denver zones. They have appointed Tom Bailey to represent them in these two areas.

The British Information Service presented a series of five films on Great Britian in a complementary showing at the Norslander Norway Center Auditorium. . . . Out of town Film Row visitors included Harry Wall, Lewiston, Ida.; Mr. and Mrs. Jerry Divis, Rio, Brewster, Wash.; Mr. and Mrs. T. P. Smith, Tonasket, Wash.; Joe Rosenfield, Spokane, Wash.; Al Fernandez, Clallam Bay, Wash.; Andrew Sisk, Olympic, Arlington, Wash.; and Keith Beckwith, North Bend, Wash.

NEWS OF THE Territory

Boston Crosstown

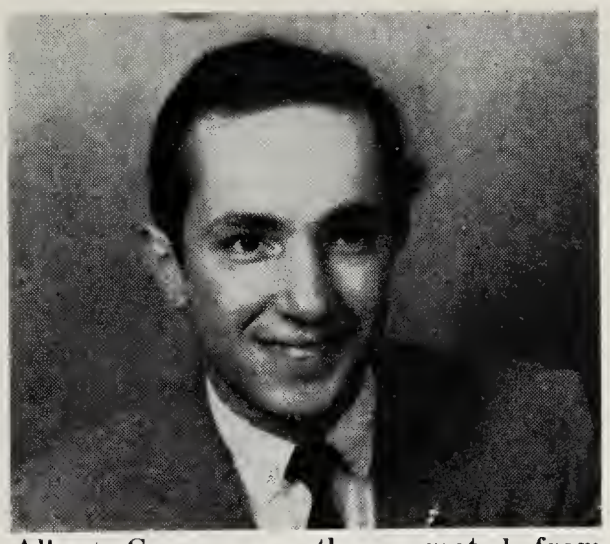
Stanley Warner Theatres has reopened the Capitol, Everett, Mass., which has been closed since 1952, using a full week policy. William Murphy, former assistant manager, Strand, Clinton, Mass., has been put in as manager, under Jose Liss, district manager. A large CinemaScope screen and equipment has been installed. . . . For the first time in three years, Stanley Warner Theatres opened the balcony at the Warner, Lawrence, Mass., for the opening of Terry Turner's "Gangbusters." Much credit for this fact is due to the stupendous campaign put on by manager Steve Barbett.

Robert Taylor, plugging MGM's "Many Rivers To Cross," arrived in town for a full day's activities. He met the press at a luncheon at the Ritz, made radio recordings, and met exhibitors and circuit heads at a cocktail party. One of his most enthusiastic admirers was a Mrs. Ida Drew, Milton, Mass., aged 88, who was invited to the cocktail party to meet her favorite movie star. Taylor, who was wearing a heavy black beard, told the group that he is leaving shortly for England to shoot "Quentin Durward" and hence the whiskers.

The Coolidge, Watertown, Mass., is sporting a sparkling new marquee designed and installed by University Sign Company, the pride and joy of Raphael Sandlow, operator. . . . Herbert Schaefer, Buena Vista manager, screened the Disney CinemaScope feature, "20,000 Leagues Under The Sea," for the trade and press at the Fenway. The feature opened at the Keith Memorial.

During the second week's run of Terry Turner's "Gangbusters," two of the four guards who were held as hostages for 85 hours during the Charlestown prison siege, appeared on the stages of the Paramount and Fenway and were interviewed by an emcee, telling of their horrifying experiences. The two guards, Girard Kadlick and Thomas Ryan, appeared five times a day at both theatres.

Smith Management Company, Philip Smith, president, and Richard Smith, vice-president, has purchased a large tract of land in Jersey City, N. J., for the erection of a 2,000-car drive-in to be ready for a spring opening. Called the Roosevelt Drive-In, it will embody the latest and most modern facilities and is designed and will be engineered by William Riseman Associates of Boston. There are to be two concession stands, one main one in the center and another auxiliary stand, each with four-lane self-service counters. The theatre's location is on Route 1, only a few miles from another huge open airer now under construction in Newark, N. J., for Redstone Drive-In Theatres, another Boston outfit for which Riseman Associates has also drawn the plans.



Albert Coury, recently promoted from assistant manager, Loew's Poli, Springfield, Mass., to assistant manager, Loew's Poli, Hartford, Conn., has been with L-P New England theatres for the past four years. He succeeds Norm Levinson, who has resigned from the circuit after 15 years to become an MGM press representative.

When the news came in from New York that Ralph Iannuzzi, branch manager, Warners, had been promoted to Eastern division sales manager, and William Kumins had been upped from assistant to succeed him, the telephone wires were jammed at the Warners office with congratulations from their many exhibitor friends. While Iannuzzi is a comparative newcomer to New England, Bill Kumins is well known as he worked his way up from salesman to his present position.

At a hearing at the State House, more than 50 business leaders gave their enthusiastic endorsement to a bill which would set up a Boston Common Garage Authority so that the city can start building the much needed underground parking area in the shopping and theatrical sections. Urging quick passage of the bill was Frank Lydon, executive director, Allied Theatres of New England, who represented a large number of downtown theatres.

Eric Johnston, president, Motion Picture Association of America, was elected a director of the Massachusetts Mutual Life Insurance Company.

From the last reports, the Kenmore, which was badly damaged and smoke-filled by a fire, will not be able to reopen until the first of March, since the renovations took longer than expected. . . . Mr. and Mrs. Richard Cody who operate two drive-ins and two roofed theatres in the Montpelier, Vt. area, were in town visiting the exchanges and equipment houses with their buyer and booker, Hy Young . . . Joe Cassinelli, Fryeburg, Fryeburg, Me., and Bartlett, Bartlett, N. H., has taken a temporary job in the post office department of Bartlett, substituting for the postmaster who is ill. . . . Mr. and Mrs. James Cocrin, Homestead Drive-In, North Montpelier, Vt., have taken on the distribution of a candy business in that area.

Chuck Bouchard, Massachusetts salesman for Alexander Film Company took top honors in the company's first year salesman contest club by outgrossing 50 other new salesmen in the nation. . . . Mel Wintman, concessions supervisor for Smith Management Company is taking a few weeks vacation in Florida. . . . Joe Stanzler, Boro Drive-In, North Attleboro, Vt., and Quonset Drive-In, Quonset, R. I., has been discharged from the hospital after major surgery. . . . Cuban vacationists are Mr. and Mrs. George Erinakes who operate three theatres in East Greenwich, R. I.

Arnold Berger, recently resigned from Smith Management Company, brought into the district his new manager, Larry Jaspon, of the Starlite Drive-In, Stamford, Vt., which they plan to reopen on March 4 for the new season. . . . Irving Saver, general district manager, Alexander Film Company, has purchased a new summer home at Silver Beach, Falmouth for the enjoyment of his family of four children. . . . Glenn Faucett, Alexander's Vermont salesman, recently entertained for the weekend a group of his Boston industry frinds at the Stow, Vt., skiing lodge. . . . Richard Stocker, owner, Bellows Falls, Vt., drive-in, is installing CinemaScope equipment.

Jerry Govan, head buyer and booker, New England Theatres Circuit, is taking a short vacation in Florida, while Julian Rifkin, vice-presdent, Rifkin



An exhibitor reception was recently held at the Sheraton Plaza Hotel, Boston, for touring Paramount producers William Perlberg and George Seaton. The "good fellows," left to right, are Hy Fine, New England Theatres' district manager; Perlberg; Seaton; John Glazer, Western Massachusetts Circuit film buyer; Tom Fermoile, American Theatre Circuit film buyer; John C. Moore, Paramount assistant eastern division manager; Jack Brown, Paramount Boston branch manager; and Morris Simms, manager, Olympia, New Bedford, Mass.

Theatres, has returned from a vacation in Miami, Fla., with his family. . . . Joe Liss, Massachusetts district manager, Stanley Warner Theatres, has a new secretary, Ines Squillario, who has been in the MGM office for several years.

Hy Fine, district manager, New England Theatres, enters Beth Israel Hospital on Feb. 15 for the removal of his gall bladder, which has been giving him a lot of trouble lately. . . . "Six Bridges To Cross," shot in this city, did such fine business at the Keith Memorial in its first two weeks that it will be held a third week, thus forcing back the New England premiere of Buena Vista's "20,000 Leagues Under The Sea."

Elroy Hirsch was in on his 14-city personal appearance and interview tour in connection with Warners' "Unchained." He also visited Providence, R. I. and met newspaper drama editors and sports writers and appeared on a number of TV and radio sports broadcasts aimed at setting up the picture in the New England area.

Eliminations announced by the Bureau of Sunday Censorship included "African Manhunt," parts 1 to 8 (Deletions: eliminate scene of naked native boy standing back of canoe, in part 2, eliminate bare breast exposure of native woman with baby during ceremonial dance, in part 4). Republic.

Myer Ruttenberg is offering a colorful kitchen ensemble plasticware for theatre premiums at his office at 30 Church Street. . . . Norman Glassman, who operates the Rialto, Lowell, and Strand, Haverhill, Mass., reports that his business in both theatres has increased substantially since he started using Goodwill Award, handled in this area by Roy E. Heffner Company.

Mike Bruno completed the installation of CinemaScope at his Tilton, Tilton, N. H. . . . The Lakeside, Lakeport, N. H., has been closed again, this time by Bernard Pearl. . . . Walter Young, veteran exhibitor, Strand, Farmington, N. H., is in Cuba on his annual vacation.

Ted Hathaway, Moosehead, Greenville, Me., is putting in CinemaScope. . . . Edward Fifield has reopened the Paramount, Danforth, Me., and Nelson Martin, owner, Oakfield, Oakfield, Me., has leased the theatre to Keith Loury, local school teacher who is a "movie enthusiast." He is playing four evenings a week with two changes. . . . Robert White has closed the Wiscasset, Maine theatre.

Walter Esley has installed CinemaScope at the Playhouse, Rangeley, Me. . . . The Cohen brothers, who operate the Ritz, Lewiston, Me., are in Florida on their annual vacation.

According to George Clarke, The Boston Record, Hollywood is already hot after the story of the recent Charlestown prison siege. It seems that Harry Cohn, Columbia president, is interested



U-I's "Six Bridges To Cross" was screened recently at the Avery Memorial, Hartford, Conn., by Jack Sanson, Strand, for invited press and police. Left to right are Frank P. Morse, general manager, Hartford Statler Hotel; Allen M. Widem, Hartford Times motion picture editor; George Nader, featured in the film; Sanson; Inspector T. S. Wilson, State Police theatre division; Mayor D. J. DeLucco; and Bill Brooker, U-I exploitation staff.

in doing a story on the facts and is expecting to put a screen writer on it immediately.

For the opening engagement of Terry Turner's "Gangbusters" in Fall River, Mass., William S. Canning, director of publicity, Yamins Theatres, and John J. MacAvoy, manager, Yamins' Empire, staged one of the most extensive campaigns of their careers. It was highlighted by the sending off of 100 balloons from the top of the Empire. Over $500 in prizes or merchandising giveways were attached to the balloons. Some balloons had actual cash, one dollar bills and five dollar bills, inserted by string to the balloons. All carried cards reading, Compliments of the Empire Theatre now playing "Gangbusters." The giveaways were tied in by the local merchants. In the business section was a huge 28 foot banner announcing the arrival of "Gangbusters." More than 10,000 paper napkins were distributed in the lunch rooms of the 26 mills in the area, and those mills having public address systems heard an announcement six times a day. The theatre itself was all dressed up for the occasion resembling a prison. The outside was taped with bands of hard black



This jumbo lobby display at Loew's Orpheum, Boston, was erected recently to sell United Artists' "Vera Cruz" and a jingle contest held in connection with the opening by manager Jim Tebbetts in a tieup with Del Prado Hotel, Mexico City, The Boston Post, and American Airlines.

tape, emulating prison bars, while the help, girls and ushers, wore top coats with their prison numbers on them. The opening night's festivities were broadcast live over the Mutual Network with a tape recording made to be played back the following day. On the stage, Mayor John F. Kane and Chief of Police Charles MacDonald presented a Phillips H. Lord "Gangbusters" scroll to police officer Eugene Thibotout, the outstanding officer of the year, who captured two bandits at gun point in the act of looting a department store.

Film District

The girls of the 20th-Fox office tossed a gay luncheon at Steuben's Vienna Room in honor of their colleague, Bessie Cohen, who is engaged to marry Sam Szathmary, and presented her with an attractive bridal negligee set. . . . Larry Lucie is back at the 20th-Fox shipping room after four years of service in the army. . . . Barbara Keaveney has been added to the accounting department at 20th-Fox, while Morris Schalzbach, the traveling auditor, has been in the office accompanied by student auditor Allen Kucin.

New Haven Crosstown

New Haven experienced something new in show business recently when a "group of show tour busses" came in from New York with over 200 patrons to see "Pajama Game" at the Shubert. The New Haven Railroad has had show trains to New York to see legit performances there, but the local show bus deal was the first to come to the Elm City. Even through it was for a live show, it proves that people will go for miles, if they want to see a theatre attraction—regardless if its "from big city to smaller city." . . . Morris Rosenthal, Loew's Poli manager, also deserves quite a bit of credit in making the world premiere of "Many Rivers To Cross" a success here. . . . Miss Theresa Creegan, was the winner of the Journal Courier-Poli jig saw puzzle contest held in conjunction with the Robert Taylor film.

Bob Schwartz, Lake Drive-In, Park, Thomaston, Conn., and other theatrical interests, is reported to have bought a large plot of land in the Reidville area, Waterbury, Conn., from a Brass City industrial concern to be developed into a 1,600-car twin drive-in. . . . Buster Boncff, manager, Court Square, Springfield, a former Connecticut exhibitor, and the son-in-law of Sam Wasserman, a member of Connecticut Variety Club, Tent 31, is associated with Ben Segal in plans to establish and operate the Warwick, R. I., Music Theatre for a 10 week season this summer.

John C. Molloy, Klein Memorial, Bridgeport, Conn., and Mrs. Molloy have left for Florida. . . . Congratulations to the Bob Ellianos, Colonial, Milford, Conn., on their recent wedding anniversary. . . . Branch manager Herman Hirschorn, salesman Sam Germaine, and booker Sol Popolizio were in Boston at the 20th-Fox sales meeting. A discussion

was held regarding the 20th-Fox contest in which all employees of the organization will benefit should their exchange come in the winning category. Consequently, the New Haven employees are urging exhibitors in the area to assist their office in the campaign, so that they will benefit.

Meadow Street

Cleo Moore, Columbia star, stopped off in Bridgeport at the Hi-Way and Beverly in lobby of both theatres in conjunction with bally for "Women's Prison" recently. Miss Moore left for a Springfield, Mass., appearance after the Park City. . . . Boy Scouts had a program on the stage of the Palace, Danbury, Conn., in conjunction with the film, "Jamboree." . . . Around the middle of February, Fred Dandio, White Way, and Frank Ponzi, Fairmount, are planning on driving to Florida to visit friends there. . . . Hy Levine, Lippert, will stay up "north" till June. His next trip to visit his son-in-law, Harry Bostwick, Florida Theatres executive, won't be until Hy's granddaughter graduates from high school in Coral Gables, Fla. . . . Charles Lane, East Haven Drive-In, in Florida. . . . Grading work is reported being done at the New Hartford outdoor theatre, North Meadows. . . . Phil Cahill's new Clinton Drive-In will be for about 750 cars. . . . New operator of the Music Box, New Britain, Conn., is reported to be C. Jennings. . . . Mike Masella, Baltic, Baltic, Conn., was in the Backus Hospital, Norwich, Conn., recently. . . . Marsha Katz, daughter of Mort Katz, Connecticut Theatre Circuit, was featured in an educational news story in the Sunday Register. Miss Katz has been ill and unable to attend high school classes, but thanks to a new machine installed in her home, she is able to keep up with her lessons and will graduate as scheduled in June. . . . Jack Post, Fishman Theatres, is a member of the Theatre Guild of the New Haven Jewish Center and was in the first play, "All My Sons." . . . Herman M. Levy, general counsel of the Theatre Owners Association of America, was toastmaster of the first annual banquet of the Greater New Haven Restaurant Association, in Arnold's Sea Grille. . . . Lou Phillips, Capitol Theatre Supply, was to install the large screen and CinemaScope equipment at the Groton, Groton, Conn. . . . Lord, Norwich, Conn., charged 15 cents for everybody at kiddies show. . . . When Elizabeth Kelleher left 20th-Fox, the office personnel gave her a clock radio as a gift. New girl who took her place is Barbara Beck. . . . Walter Silverman's Columbia exchange is in the midst of a sales drive, and it will continue until June 1. The last period of the Columbia drive will be in honor of Abe Montague.

Circuits

Loew Poli

John DiBenedetto received nice bally for "Bad Day at Black Rock" when it played Worcester, Conn. . . . Jimmy Lee, Gazette, and Bill Moiles, Telegram, gave good column breaks, also Willys car tie-up ad in papers. . . . Tony Masella, Meriden, Conn., broke picture in newspaper on Phillips H. Lord "Gangbusters" award being given to police chief Michael B. Carroll. . . . MGM's oldest movie patron stories also were getting into print.



Seen at the recent preview of Paramount's "The Bridges at Toko-Ri," Lincoln, New Haven, were, left to right, Ray McNamara, manager, Allyn, Hartford; Allen Widem, motion picture editor, Hartford Times; James Darby, manager, Paramount, New Haven; and Henry Germaine, Paramount New Haven branch manager.

Variety Club

Tent 31, New Haven

Palsy group were continuing to use the Tent quarters once and twice a week for their welfare program. Rooms being donated by the Connecticut tent.

Connecticut

Hartford

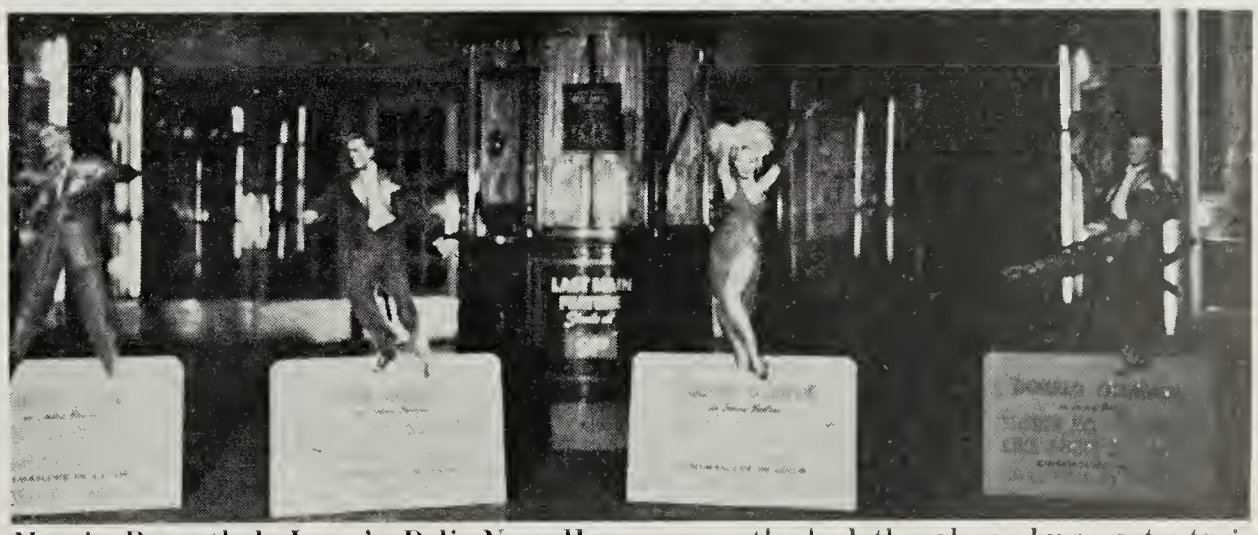
In an official statement, Governor Abraham A. Ribicoff commented, "The motion picture theatres of the state of Connecticut represent an important and unique activity, not only as progressive business enterprises, but also as a community service. With characteristic optimism, spirit, and enthusiasm, the theatres of Connecticut have planned a 'Forward In 55' Celebration to bring to the movie-goers of our state many outstanding film productions in the months ahead. It is fitting that we give encouragement and support to such plans and salute those motion picture theatre people who diligently strive to provide entertainment for the men, women, and children of our state. Therefore, as Governor of the state of Connecticut, I am happy to endorse February as 'Go to the Movies Month.'"

The suburb of Glastonbury will have its first drive-in theatre this spring. The town's Zoning Board of Appeals has finally approved an application filed by Jack Leitao, East Hartford businessman, with the latter planning immediate construction. The board had previously tabled the Leitao application. Only theatre in the town at present is the four-wall Glastonbury, owned and operated by Mrs. Frances Lampert, sister of Morris Keppner, Burnside Theatre Corp., East Hartford.

George H. Wilkinson, Jr., president, MPTO of Connecticut, and operator, Wilkinson, Wallingford, has been re-elected to the board of directors of the First National Bank of Wallingford. . . . William Murphy, assistant manager, Allyn, has been promoted to managership of New England Theatres' Paramount, Barre, Vt., succeeding Frank O'Neill, being shifted to another circuit post. . . . The Park, Thomaston, has a new ovenware giveaway. . . . Sampson and Spodick Theatres scheduled a dinnerware giveaway at the Empress, Norwalk.

Annual sidewalk radio broadcasts in conjunction with the East Hartford March of Dimes campaign were held in front of the Eastwood. . . . Joe Dolgin, Pine Drive-In, Waterbury, Conn., and Mrs. Dolgin are vacationing in Florida. . . . Al Schuman, retired general manager, Hartford Theatres Circuit, and Mrs. Schuman, now living at Daytona Beach, Fla., are due here this spring on a visit. . . . Ernie Grecula, formerly advertising and publicity director, HTC, was in town from Plainfield, N. J. Grecula is now managing the Reade circuit's Paramount there.

George A. Smith is marking his 26th year with the Schuman-Dolgin interests. . . . Joe Ruggerio, ex-manager, Lyric, is now working for the Lincoln Dairy here. . . . Lou Schaefer, manager, Meriden, Meriden, Conn., reminds newspaper readers, "Meriden's Only Theatre with Ample Free Parking Facilities!" . . . Jean DuBarry, Art, Springfield, was in town. . . . Allan Stewart, manager, Parsons, was a New York visitor. . . . Lou Cohen, Loew's Poli, and Allen M. Widem, Hartford Times, were in New Haven for world premiere of MGM's "Many Rivers to Cross." They attended a Taft Hotel buffet dinner hosted by leading player Robert Taylor.



Morris Rosenthal, Loew's Poli, New Haven, recently had the above huge cutouts in the outside lobby of the theatre to bally 20th-Fox's "There's No Business Like Show Business."

Ray McNamara, Alyn, set up several out-of-town phone interviews with principal players for local press, in conjunction with Connecticut premiere of "Bridges at Toko-Ri." McNamara worked with Arnold Van Leer, Paramount exploiteer, on numerous stunts. . . . George E. Landers, Hartford division manager, E. M. Loew's Theatres, was in Boston on circuit business.

The acceptance and publication by Connecticut newspapers of advertising relative to giveaway promotions would constitute a violation of this state's anti-lottery law. This was the unanimous decision handed down by the State Supreme Court of Errors as it decided a test case brought by The New Britain Herald against State's Attorney Albert S. Bill. Nineteen other newspapers in Connecticut had joined in the suit as amicus curiae. The ruling is a reaffirmation of a 1938 opinion which declared theatre "Bank Nights" illegal.

The E. M. Loew Circuit has disclosed plans for immediate construction of a drive-in on the site of the Candlelite Stadium, Bridgeport, Conn. The circuit has acquired the site for a reported $110,000, and plans to start construction within a month.

The Ville, Waterbury, Conn., has a new encyclopedia giveaway. . . . Herman M. Levy, general counsel, TOA, and executive secretary, MPTO of Connecticut, has registered with the Secretary of State's office as MPTO of Connecticut lobbyist during the current session of the Connecticut Legislature. . . . George H. Wilkinson, Jr., MPTO of Connecticut president, and owner, Wilkinson, Wallingford, Conn., has been named to a 16-member nominating committee to recommend a permanent study commission for the proposed consolidation of the Wallingford town and borough governments.

Nora Breshnan, formerly on the voice and speech staff, Warners, Burbank, Cal., studios, has joined Vidil-Rock School of Modern Languages here to conduct classes in public speaking. . . . The Bridgeport Drive-In, New Haven, has filed a certificate of incorporation with the Secretary of State's office, listing subscribed capital, $12,000; paid in cash, $12,000; president, Arthur H. Lockwood; treasurer, Louis M. Gordon; assistant treasurer, Max I. Mydans; second assistant treasurer, Max L. Yunik, all of Massachusetts; Samuel Weber, East Norwalk, Conn., secretary; Samuel Rosen, New Haven, first vice-president; Seymour B. Levine, Stratford, Conn., vice-president; directors, Lockwood, Gordon, Rosen, Levine, and Mydans.

George Nader was here to plug "Six Bridges To Cross," with Milton Mohr, U-I's Boston office. . . . Cleo Moore was in for promotional activities in connection with "Women's Prison." . . . W. Harley Rudkin, theatre editor, The Daily News, went to New Haven for the Bob Taylor doings in connection with "Many Rivers To Cross," accompanied by Charles Gaudino, Loew's Poli manager.

M and D theatres have started an early shoppers' Friday night performance at 6 p. m. at the Capitol, Middletown, Conn., Mike Adorno, assistant general manager, independent circuit, said, "The policy was started quite by accident several weeks ago because of two lengthy features requiring an earlier than usual start. It brought forth so many comments of praise as well as an upsurge in business that it will be continued as a public convenience." Doors now open at 5:45 p. m., with late feature at 9:30 p. m. M and D Middlesex, also Middletown, ran a Saturday bargain matinee for "Star Is Born," with 65 cents admission to 4 p. m.

James B. McClellan has been named to the presidency of Local 439, IATSE, New London, Conn., for his 10th term. Installing officer was Charles N. Oldham, president, Local 459, IATSE, Norwich, Conn. Other officers installed were vice-president, W. W. Lucas; financial secretary and treasurer, John S. Kane; recording secretary, Benjamin H. Rose; and business agent, Fred Nowell. Nowell an McClellan are delegate and alternate, respectively, to the national, district, and Connecticut Federation of Labor conventions. Delegates to the New London Central Labor Union are Nowell, Thomas Kenure, and Rose.

Torrington

A certificate of organization was filed with the Secretary of State's office at State Capitol, Hartford, for Jason Theatrical Enterprises, Inc., Palace Theatre Building, listing amount of subscribed capital, $6,000; amount paid in cash, $6,000; amount paid in property, none; president, David Jacobson; treasurer, Irving Jacobson; secretary, Ida Jacobson, all of Torrington; directors, same as officers.

West Hartford

Lou Lipman and Morris Keppner of General Theatres, Inc., and their wives have returned from a brief Florida vacation trip.

Massachusetts

Springfield

This community loses its second downtown movie house in a year, with the announcement that the Court Square, established as a legitimate outlet in 1892, and since then used also for vaudeville and films, will be torn down for reconstruction into an office building. Present lessee of the Court Square is Samuel Wasserman Enterprises, Inc., and landlord is Gilmore Associates, a real estate firm. A spokesman for Gilmore said floor plans for the remodeling have already been drawn, an architect engaged, and that work will start as soon as the Wasserman lease expires April 1. Various civic groups have tried to take up the slack when the going was slow. An organization known as The Playgoers of Springfield took the house over, and spent around $50,000 in refurnishing it, and then made way for the present lessee. Sparse attendance was the reason given for finally abandoning one of the oldest houses in the country.

New Hampshire

Hillsboro

"This is the four dollars I stole by lying about my age." So read the letter received by Walter Heath, manager, Capitol. Identity of the probable 13-year-old is unknown but the postmark was nearby Antrim, N. H.

Meredith

The Key recently admitted 153 children free to a Saturday matinee in return for their bringing new or used toys for the American Legion toy project for underprivileged children. Joseph Kennedy, manager, reports the theatre was packed, but only 22 tickets were sold.

Joe Kennedy, now managing the Park, Nashua, N. H., along with his own theatre, the Key, is a hard man to find as he is kept busy between the two theatres.

Rochester

The Scenic showed the 12-minute film, "Operation Good Will," the story of the second "Town Meeting of the World," which took place at Wolfeboro this summer.

Woodsville

The Orpheum is now presenting movies on its new CinemaScope screen.

Rhode Island

Providence

Albert J. Siner, Strand manager, was recently felicited on the occasion of a "double anniversary." He simultaneously ccelebrated his 25th wedding anniversary and his 25th year in show business, all the same day. . . . Characterizing local theatremen as "men of true charity," Governor Dennis J. Roberts, Rhode Island's chief executive, praised them for the wonderful work they were doing for worthwhile causes; while Louis A. R. Pieri, state chairman, Infantile Paralysis Foundation, said, "Theatremen are the 'backbone' of every Infantile Paralysis campaign."

Albert Cipriano, manager, Uptown, recently had police chiefs from every city in the state as his guests at a private showing of "Gangbusters." The Uptown was one of 18 theatres that premiered this picture in the state. . . . Edward M. Fay, dean of state showman, is recovering after an operation performed in a local hospital.

So popular is the Gilbert Stuart, nearby Riverside house, becoming, that Joe Jarvis, owner-manager, has been using better than half of his newspaper advertising in giving directions to persons inquirng how to reach his house by automobille or bus. Prospective patrons from Providence, Rumford, Warren, Barrington, and other Rhode Island points, have jammed his phone seeking transportation information. Again, it has been his unique style of advertising his current attractions in the local newspapers that is largely responsible for this welcome influx of new business.

NEWS OF THE Territory

New York City

Crosstown

Glenn Norris, 20th-Fox eastern sales manager, returned from Detroit, where he held branch and exhibitor meetings. . . . The Motion Picture Bookers Club of New York have selected "The Desperate Hours," Ethel Barrymore Theatre, for their theatre party to be held on March 30. Max Fried is chairman for the affair. . . . New York University announcd a gift of $300,000 from Arthur M. Loew to defray part of the cost of a new student residence hall now under construction at the University Heights of the University. The new building will be named Loew Hall in memory of Loew's father, the late Marcus Loew. Loew is president, Loew's International Corporation and a 1918 graduate of the University of Arts and Science of New York University, and a member of the New York University Advisory Board.

The extension of important 20th-Fox studio conferences delayed the return here of vice-president Charles Einfeld for another week. . . . Manville Theatre Corporation is the new operator, Manville, Manville, N. J. . . . Vacationing in Florida are Harry Friedman, Academy, Newburg, N. Y., and Sid Cohn, Roosevelt, Hyde Park, N. Y. . . . Screencraft Pictures, Inc., have removed its offices to 15 West 44th Street.

A color guard of Marines was present at the New York Paramount premiere of Warners' "Battle Cry" for the arrival of a contingent of Hollywood stars, a group of Marine officers and enlisted men, and "Miss Battle Cry." The Marines, from the U. S. Naval Base in Brooklyn, greeted Mona Freeman, Nancy Olson, Tab Hunter, and Dorothy Malone, stars of the film, who came in by plane from the Baltimore, Md., world premiere. The final judging of the "Miss Battle Cry" contest was held in the Paramount lobby with the stars acting as a panel of judges to determine the winner and two runners-up. Winners receive a long list of prizes, including a two-week vacation at Banner Lodge, Conn., to "Miss Battle Cry."



Seen at the recent reception and buffet at the Governor Clinton Hotel, Kingston, N. Y., following the dedication of Walter Reade's new Community, are, left to right, Al Floerscheimer, Reade advertising-publicity director; MGM star John Ericson and his wife, Milly Coury; and Walter Reade, Jr., circuit head. The theatre, formerly the Broadway, was completely rebuilt at a cost of over $250,000 without interruption to shows. The new theatre was dedicated with a premiere of MGM's "Bad Day At Black Rock," in which Ericson is starred.

Marty Wolf, assistant sales manager, Altec Service Corporation, is in Mountainside Hospital, Montclair, N. J., where he is scheduled to be operated upon. . . . C. S. Perkins, operating manager, Altec Service Corporation, has returned following a trip to the company's division office in Atlanta. . . . L. D. Notter, Jr., sales manager, Altec Service Corporation, is on a tour of the south in connection with forthcoming installations of stereophonic sound systems in various theatres.

Anna Magnani, who just completed her first American film, "The Rose Tattoo," for Paramount, arrived from Hollywood for a visit before returning to Italy. . . . Richard Todd, British star in 20th-Fox's "A Man Called Peter," left for Hollywood after a brief stopover here enroute from London.

Edward L. Fabian, chief barker, Variety Club of New York, Tent 35, announced the club's 1955 program. The Club will not reopen its penthouse at the Picadilly Hotel, but members will meet at a series of luncheons, the first of which is scheduled for a private dining room at Toots Shor's on Feb. 15. The Tent will again present a Heart Award dinner, honoring an industry member who has been outstanding in public service. Fabian said, "By refraining at this time from a heavy investment in club quarters, we should end the year with a considerable financial gain, which can be utilized to develop our industry welfare activities or develop our Club further in accordance with the wishes of the membership." The election of new officers will be held at the Feb. 15 meeting.

Spyros S. Skouras, Jr., New York area exhibitor chairman, Brotherhood Drive for 1955; William J. Heineman, national distributor chairman of the industry's interfaith effort; and Francis M. Winikus, national director, publicity and advertising for the drive, met with leading theatremen from the metropolitan area to plan the campaign that will be undertaken by local showmen in support of Brotherhood Week, Feb. 20-27. Exhibition notables present at the luncheon conference at the St. Moritz Hotel included Russell V. Downing, Radio City Music Hall; Ed Fabian, Fabian Theatres; Si Fabian, Stanley Warner; Emanuel Frisch, Randforce Circuit; Murray Lenekoff, Loew's; William Moclair, Roxy; Leslie R. Schwartz, Century Theatres; Sol Schwartz, RKO Theatres; Morris Seider, Associated Prudential Theatres; Charles Smakwitz, Stanley Warner; and Sol Strausberg, Interboro Circuit.

Lige Brien, special events director for United Artists, returned from Detroit, where he conferred with executives of the Film Buyers Cooperative of Detorit and United Detroit Theatres on plans for running the $75,000 "Vera Cruz" Exquisite Form contest in connection with playdates throughout Michigan.

Joe Friedman, Warners' home office exploitation staff, left to accompany Elroy Hirsch on a 14-city personal appearance tour on behalf of "Unchained." . . . Ralph W. Wight, manager, Westrex Hollywood division, returned there following conferences with officials at Westrex Corporation's headquarters. . . . Saul Gottlieb, Metropolitan New York MGM branch manager, is mourning the death of his brother, Al, 46, who died from a heart illness. . . . Kenneth Hyman, vice-president, Associated Artists Productions, left for Hollywood.

Edward J. Davis and J. W. Holmes, managing directors of Walt Disney character merchandising division from England and Italy respectively, are currently visiting the Disney office in New



Allied Artists recently hosted a party in honor of John Huston before his leaving New York to scout locations for "The Man Who Would Be King," his first for AA release. Seen, left to right, are Steve Broidy, president, AA; director Huston; Harold J. Mirisch, AA vice-president; Edward Morey, AA vice-president; Morey Goldstein, AA vice-president and general sales manager; Huston; Broidy; George D. Burrows, AA executive vice-president and treasurer; producer Walter Wanger; Mrs. Burrows; and Huston. The signing of Huston by Allied Artists is in line with the company making better product.



Janet Leigh, in New York for publicity appearances in connection with "My Sister Eileen," recently visited Columbia's district managers meeting which was in session at the Savoy Plaza Hotel, and is seen with Harvey Harnick, Bob Ingram, Carl Shalit, Jack Underwood, Sam Galanty, Harry Rogovin, Ben Lourie, Wayne Bell, Jack Tilman and Ben Marcus.

York. They plan a trip to the studio for further conferences.

New Jersey

Asbury Park

Walter Reade Theatres, Inc., has requested a three-year lease to operate Convention Hall. Walter Reade, Jr., president of the theatre organization, declared that "the desire of our company is to attract the largest possible number of persons to Asbury Park both during the winter and summer months. Therefore, our plans are perhaps more ambitious for the operation of the premises than those of anyone in the past. It is our thought not only to engage outstanding talent for the presentation of concerts, symphonies, arena spectaculars, outstanding name and dance bands, important lecturers, but also to provide a series of exhibits and displays in and around the building which will result in the Convention Hall becoming the cultural and 'want to go' place for all of New Jersey. It is conceivable that if present program planning is effective and well received, at some future date structural improvements and alterations to the building will be recommended." The offer states that the Reade organization would utilize its theatre circuit to advertise and publicize the City of Asbury Park and plans to establish a permanent, remote television installation at Convention Hall for Station WRTV to televise events at the Hall. The Reade organization operates the Paramount, directly across the Boardwalk arcade from Convention Hall, as well as the Mayfair, St. James, Lyric, Ocean, and Savoy, in Asbury Park.

Newark

Appointment of Edgar Goth as director of advertising and publicity, Stanley Warner Theatres, in the state of New Jersey, was announced by Charles A. Smakwitz, zone manager. In his new post, Goth will coordinate and supervise all promotional campaigns and motion picture merchandising for the 40 showhouses in the zone which embraces Essex, Hudson, Union, Bergen, and Passaic counties. Goth succeeds Robert R. Deitch, who has resigned to join Frank J. Damis and his associates in the Eastern Drive-In Corporation. Prior to his Newark zone executive post, Deitch had served for over 20 years in publicity and top managerial positions for Warner Brothers Theatres. Goth is a veteran of 25 years in show business. Upon graduation from Syracuse University he put in a stint on the service staff of Paramount, New York, where he learned the fundamentals of theatre operation. He then moved up to managerial posts for Publix Theatres in Asbury Park and Plainfield, N. J. His next move was to Staten Island, N. Y., where he was manager, Paramount, and advertising director of seven theatres. Fabian Theatres acquired this group and Goth continued with them in his advertising capacity. During World War II, Goth was active on the industry War Activities Committee. He headed the public relations segment in war bond drives, Red Cross, United Nations, and other war time efforts spearheaded by theatres. In 1944, when Fabian Theatres bought the Wilmer and Vincent Circuit of 21 theatres in Pennsylvania and Virginia, Goth was named advertising director. In 1949, he was called to New York City on a special assignment to plan and coordinate the Fabian Theatres 35th Anniversary celebration. In 1950 he was promoted to advertising head of the entire group of Fabian Theatres, working out of the home office. Goth entered the Stanley Warner organization in 1953 when Simon H. Fabian and Sam Rosen took over control of the 300 theatre circuit from Warner Brothers. Goth is married and the father of three children. He lives in Upper Montclair, N. J.

Malcom William Deitch, 13, son of Mr. and Mrs. Robert R. Deitch and a grandson of the late Rabbi Max William Deitch, celebrated his bar mitzvah. Mr. and Mrs. Deitch were hosts to the congregation after the services. A reception and dinner attended by approximately 175 relatives and friends was held in the Oxford-Cambridge Room, Essex House. Deitch is director of advertising and publicity, Stanley Warner Theatre Circuit, Jersey Zone office.



The largest street banner ever seen on New York's Broadway was recently unfurled when 20th-Fox initiated a major tieup for "The Racers," Roxy, with the annual Universal Travel and Auto Sports Show, Madison Square Garden.

A theatre attendant who tried to usher a gate-crasher out of the State, Jersey City, N. J., was cut slightly with a knife. The assailant was apprehended. . . . Irving Lippman, auditor, Stanley Warner Jersey Zone, who was with the company for approximately 39 years, resigned to take a much needed rest. Lippman was presented with a beautiful wrist watch and gold money clip by his co-workers and a generous gift from the company.

The theatres participating in Valentine drawings for beautiful boxes of candy, sponsored by the Barricini Jersey City Candy Shop, and dinners by the Oyster Bay Restaurant, to be given to the lucky winners, are the Fabian, Hoboken; Lincoln, Union City; Roosevelt, Union City; Central, Jersey City; and Ritz, Jersey City, all in New Jersey.

With the showing of "On the Waterfront" at the Fabian, Hoboken, N. J., John Stanek, manager, had on the stage Elia Kazan, Tony Galento, and about 20 individuals who live in Hoboken and had small parts in the picture.

Oakhurst

Walter Reade Theatres joined forces with MGM for a three-month managerial campaign in conjunction with MGM's Theatre Celebration, Walter Reade, Jr., circuit president, announced. The circuit and MGM have posted a total of nearly $1,000 in prizes, to be awarded to the managers who do the best advertising and exploitation job in February, March, and April, on specially selected pictures. Special prizes will go to the managers who do the best work in the public and community relations field over the full three-month period. Special brochures, outlining the drive, have been sent to each Reade theatre manager, in addition to the special press book and accessories prepared by MGM for the theatre celebration. Judges will be Edwin Gage, vice-president; Jack P. Harris, film buyer; Nick Schermerhorn, general manager; Paul Peterson, assistant general manager; and Al Floerscheimer, advertising-publicity director, all from the Reade organization; and members of MGM's staff including Charles Felleman, field exploitation man.

New York State

Albany

Mrs. Lydia Van Buren, 72, long-time owner, Van Buren, Cairo, N. Y., died in Greene County Memorial Hospital, Catskill, N. Y., only a few hours after attending a motion picture show in the Catskill. Mrs. Van Buren, who sold the Van Buren several months ago, subsequent to closing it for the winter, had not been in the best health recently. For years, she made weekly visits to Film Row. Representing the industry at funeral services were Ray Smith, Warners manager, and Jack Goldberg, MGM manager.

The formidable nature of competition by television to motion picture theatres of the state may be visualized through an

analysis of the 15-page "Television Broadcasting in New York State" report, in the January Commerce Review of the State Commerce Department. In an optimistic vein, the report observed that the possibilities of closed-circuit television "have not yet been fully explored." Mentioning a number of uses in businesses, medical schools and hospitals, it pointed to the introduction of new products to dealers by manufacturers "via a television hookup," and to the fact that "a number of motion picture theatres have found large audiences for closed-circuit broadcasts of opera performances and sporting events," the report concluded: "As experience in this field grows and color takes its place in telecasting, closed-circuit broadcasts may become even more important in the industry as a whole."

Another chapter in the account of "Mom and Dad" was written here when the Board of Regents announced it had unanimously affirmed the ruling of Dr. Hugh M. Flick, director, motion picture division, state education department, that the picture could not be licensed with the birth sequence included. Ephraim S. London, appellant's attorney, had announced he would take the case to the courts if he drew a turn-down from the Regents. An announcement by the Regents read, "After a full discussion, and upon motion of Chancellor Emeritus Wallin, chairman of the committee which viewed the motion picture, 'Mom and Dad,' it was unanimously resolved that the determination of the director . . . denying this licene because of the scene depicting the actual birth of a baby is affirmed. The Court of Appeals affirming the Board of Regents has held that such a scene can not be shown in the amusement theatres of the state because it is indecent when shown in such theatres."

International Variety Chief Barker George C. Hoover's address, at the recent testimonial dinner which Albany Variety Club gave Charles A. Smakwitz, new Stanley Warner zone manager in Newark, continued to win favorable comment long after Hoover had left. Local chief barker George H. Schenck was one of those commending the talk. He called it "deeply inspirational, beautifully phrased." In praising Smakwitz's services to Tent 9 and to the Variety movement, Hoover said that every man, whether Catholic, Protestant or Jew, felt "closer to His maker when he helped the less fortunate"—as all Variety clubs and members did. The obligation of theatremen to "root" themselves in the communities where they live and which they serve, was also emphasized by the international chief barker.

Columbia Pictures Music Corporation has been authorized to conduct a music publishing business in New York. Capital stock is 200 shares, no par value. Directors and recording attorneys are Marshall H. Rosett and Nathan Weinstein.

Wells Closed Circuit Network, Inc., has been reserved as a corporate name in New York. Attorneys are Engel, Judge, Miller, and Sterling. . . . Flanders Drive-In Theatre Corporation has been empowered to conduct business in Bay Shore, Suffolk County. Capital stock is $40,000, $100 par. Incorporators are Joseph M. Seider, Morris Seider, and Walter F. J. Higgins.



More than 600 representatives of the entertainment industry recently gathered at the Hotel Sheraton-Astor, New York City, for the Mark of Achievements Awards luncheon of the Amusement division of the 1954-55 Federation of Jewish Philanthropies drive. Seen, above, are Adolph Schimel, chairman, extreme right, and left to right, award winners, Elmer Davis, radio; Jackie Gleason, television; Mary Martin, legitimate theatre; and Harry Brandt.

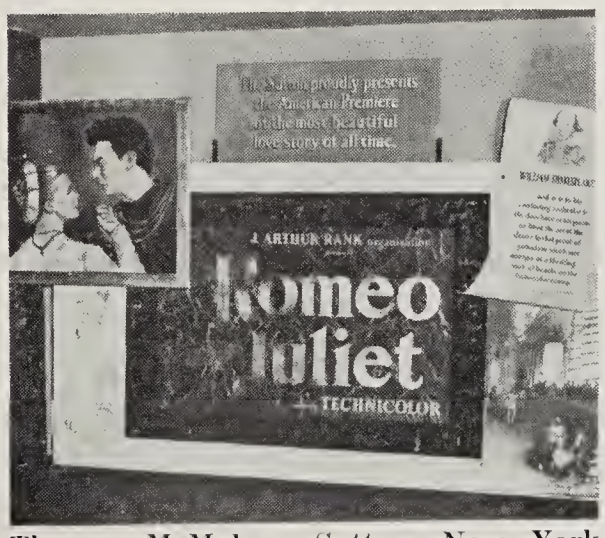
M and L Amusement Corporation has been empowered to conduct business at Albion, N. Y. Incorporators are Charles V. Martina, Salvatore J. Panzarella, and Marion K. Hartlett.

The Legislature is considering a number of bills which would affect theatres and the industry. Among those of the first category is one by Assemblyman Bertram L. Podell, Kings County Democrat, which amends the New York City Administrative Code to provide that motion picture film shall not be brought into the booth of any theatre there unless it has been inspected and repaired, with evidence thereof, immediately prior to shipment for projection purposes. The metropolitan film inspection and shipping local, IATSE, advocated the measure, and the State Federation of Labor supported that unit. However, industry distribution and management sources strongly opposed the plan, which they termed unnecessary and costly. Another bill is the Williamson-Brook act which would make it mandatory, instead of permissive, for standard time to be adopted annually from the last Sunday in April to the last Sunday in October, adding a month to the present "clocks ahead" span.

William B. Zoellner, MGM short subjects sales manager, was in at the local branch.

Buffalo

John P. Byrne, eastern MGM sales manager, was in. He was due to visit Albany before returning to his New York City headquarters.



Thomas McMahon, Sutton, New York City, recently had this handsome lobby display for United Artists' "Romeo and Juliet."

Geneva

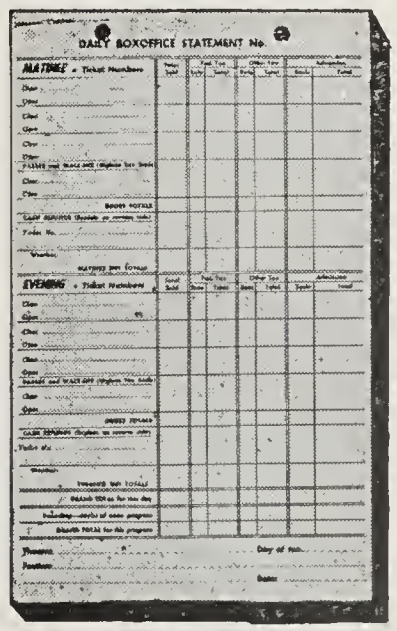
Jerry Fowler, Schine's Geneva, has set up a Miss Valentine contest, an annual affair at his theatre. Feb. 14 is, of course, the date of the affair.

Windham

George Thornton closed the Windham for the winter.

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HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL IN YOUR NEEDS AND MAIL. Actual sample sheets will be mailed on request!

Quantity	Items desired	Unit cost	Total
	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$.60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Packet-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
	BOXOFFICE STATEMENTS:		
	. . . Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad	.25	
	. . . Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad	.25	
	PROGRAM AND RUNNING TIME SCHEDULES:		
	. . . For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad	.25	
	BOOKKEEPING SYSTEM—Book:		
	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder	1.60	
	BUSINESS ANALYSIS SPREADSHEETS:		
	. . . Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets	.50	
	PAYROLL FORMS:		
	. . . Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
	EMPLOYE EARNINGS RECORD CARDS:		
	. . . Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards	.35	
	PETTY CASH CONTROL SYSTEM:		
	. . . Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad	.25	
	. . . Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50	.60	
	SERVICE MANUALS FOR TRAINING:		
	. . . Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each	.10	
	TOTAL REMITTANCE to cover this ORDER→		

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Theatre Name

Shipping Address

EYEING THE Exchanges

ALLIED ARTISTS — Head booker Etta Segall has disclosed that her daughter Carol, was married on January 30th to Dr. Sidney Holtzman. The couple will reside in Brooklyn after a honeymoon in the Virgin Islands. . . . Salesman Meyer Solomon celebrated a birthday.

COLUMBIA—Switchboard operator Swane Jacobson announced her engagement. . . . New faces at Columbia are Fred Rover and John Pascoll. . . . A one and a half karat engagement ring was presented to Camille Patti by Joe Spallino. . . . The new head booker is Catherine Becker. . . . Booker Kitty Bernstein's son Jerome has fully recovered from his auto accident and is attending college in Miami. . . . Back after a long illness is Sylvia Needel. She was presented with a cake upon her return to the office.

UNITED ARTISTS—Tom Kneitel has been promoted to student booker, and he is in the process of furnishing a new apartment in Brooklyn. . . . The new faces at UA are Sandra Davis and Lenore Luft. . . . Rachel Yahia has been promoted to steno-typist.

BELL FILM — Sidney Kulick has announced the forthcoming release of three pictures. They are "Four Ways Out," "Princess Cinderella," and "Innocents In Paris." . . . Kulick also announced his celebration of a dual anniversary on January 27th of a wedding and a birthday.

U-I — Scheduled to attend a bookers' meeting of the eastern division at the Hotel Warwick were office manager Leo Simon, head booker James Davidson, and print booker Don Schwartz. . . . Print booker Dick Feinstein will be married in April. . . . Marvin Friedlander commutes to Boton every other week. . . . Salesman Fred Mayer recently returned from a vacation in Florida.

20TH-FOX — Bess Allen celebrated her 25th wedding anniversary, and the girls gave her a luncheon at the Picadilly Hotel. . . . Mary Stabile is enjoying a honeymoon in Florida. . . . Salesman Larry Brown was operated on and is in the hospital, but he will be out soon. . . . Francis Singer had a birthday.

RAMBLIN' 'ROUND—Bonded Film Storage has expanded into Telenews space. . . . It's a baby for Margaret Jackson of Bonded. . . . Millie Ferrano, Republic, became engaged to Al Grosso. . . . Phillis Schaeffer is a new employee at RKO. . . . A new booker at Favorite Films is Anne Mendelsohn. . . . Jerry Schpiro, Business Education Films, announced that his parents are celebrating a wedding anniversary. . . . Estelle Einstein, Warners, revealed marriage plans. . . . Pearl Affissco, Paramount, has just returned from three weeks in Miami. . . . Paramount has gained a new clerk-typist in the form of Florence Marin. . . . Distributors Corporation of America is enthused over "Long John Silver."

NEWS OF THE Territory

Philadelphia

Crosstown

Ellis Theatres take over the operation of the Egyptian, Bala-Cynwyd, Pa., on March 1. Stanley Warner had been operating the house.

Cleo Moore, starred in Columbia's "Women's Prison," SW Stanton, met the press and radio and TV personalities at a cocktail interview at Old Bookbinder's. Hosts were Milt Young, Columbia exploiteer; and Irv Blumberg, SW Theatres. . . . Joseph Lombardi and others purchased from the Goldie Hyman estate the Cameo for $25,000. Following improvement, the theatre will continue in operation.

William Goldman renewed his lease on the Erlanger and will use the house mainly as a legitimate theatre.

Al Boyd, Boyd Enterprises, had a new experience during the snowstorm. Not being able to get his car out, he was forced to use the bus—and he got lost!

Vine Street

Jack Beresin, Berlo Vending Company head; Max Miller, UA publicist, and Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, are the local committee working with Charles Beilan, Warners branch manager, as chairmen, Brotherhood Week, sponsored by the amusement division, National Conference of Christians and Jews, to be held the week of Feb. 20 through Feb. 28. John H. Harris is national chairman, and President Eisenhower is honorary chairman. Newsreels will carry a trailer on Brotherhood Week, but each theatre will be asked to make its own trailer for audience appeal. A Brotherhood Week kit will be furnished to each theatre. An award will be made to the exhibitor doing the most in collections and what was done for Brotherhood, as well as to the salesman doing the most to promote the project at an occasion being arranged. All salesmen are cooperating in personally contacting area exhibitors and 100 per cent cooperation is expected.

Jack Harris, Exploitation Productions, Inc., vice-president, flew in from Los Angeles after completing a survey there.

Elizabeth "Mickey" Marrandino, United Artists booker, became a grandmother for the second time, when her daughter-in-law and son became the parents of a baby girl named Elizabeth.

Alexander E. Lessy, 78, former Chester, Pa., merchant and once operator of a circuit of motion picture theatres in Philadelphia and New Jersey, died in Jefferson Hospital.

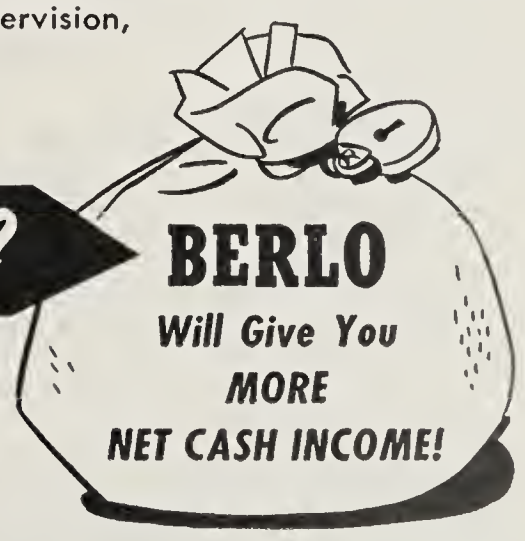
Burt Stanley, still an inmate of the Charles Johnson Home, Box 507, Royersford, Pa., celebrates his 65th birthday on Feb. 12. He would appreciate hearing



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Philadelphia theatremen and publicists recently gathered at a luncheon at Old Bookbinder's Restaurant to meet Louis Ruppel, new city editor, The Daily News, and Tony Beacon, new Daily News columnist. Seen, standing, left to right, are Cy Cohen, Daily News representative; Lou Colntuono, Arcadia; Hal Marshall, 20th Century-Fox; Mike Weiss, Paramount; Beacon; Harry Freeman, Fox; Babe Alexander, Daily News public relations director; Arnold Stark, Old Bookbinder's publicist; and sitting, Irving Blumberg, Stanley Warner; Max Miller, United Artists; Ruppel; Milt Young, Columbia; and Ed Gallner, MGM.

from some of his industry friends and would be particularly grateful for any donations of clothing.

Open house will be held by DeLuxe Theatres Buying and Booking Service in their new offices at 1237 Vine Street on Feb. 16. Nate Milgram will be host and there will be refreshments.

The gang at the Warners exchange are getting set to celebrate Norman Moray month, which starts May 2. The cooperation of all exhibitor friends is earnestly requested. It is felt that "the fellow who gives you your best shorts" deserves a break on the occasion of his 25th anniversary with the company.

John Daly, Warners booker, is now recuperating at home. He underwent major surgery recently.

John Golder, Jam Handy representative, is entering Graduate Hospital for an eye operation. Mrs. Golder, who is recovering from an eye operation, is doing nicely.

District of Columbia

Washington

The refurnishing of Washington's most famous theatre, the new RKO Keith's, with complete new decor, will be ready to be unveiled for the gala event of the world premiere of "The Long Gray Line" on Feb. 10. Managing director Jerome Baker announces that the work which has been going on since July involves renovations from the stage right out to the entrance on the street. The changes, while giving the theatre new beauty, luxury, and magnificence, will, however, retain the original dignity and tradition of the theatre. According to architect John McNamara, the finest materials to be obtained were brought to Washington for this project. Greek Cipolin marble is being used in the outside entrance, lobby, and foyer. The box office, which has been moved from the entrance to the right side, will be of curved glass and stainless steel. All new carpeting of modern red, beige, and black design, all new recessed and indirect lighting, the ultra modern candy stand, two sets of all glass doors, and marble flower boxes on either side of the foyer displaying fresh flowers are some of the items that will now enhance the historical RKO Keith's.

Leading figures of the government, armed services, diplomatic corps and society were due to grace the world premiere of "The Long Gray Line," Keith's. Proceeds of the benefit opening will be donated to the Soldiers, Sailors, Marines and Airmens' Club of Washington. Mrs. Dwight D. Eisenhower, wife of the President, honorary president of the club, served as honorary chairman of the premiere, which is sponsored by the wives of the Officers of the Technical Services of the U. S. Army, chairmanned by Mrs. Charles E. Wilson, wife of the Secretary of Defense.

Variety Club of Washington, Tent 11, lost another member, Alexander Forman, who passed away on Jan. 27. He is survived by his widow, to whom condolences are extended.

Stars of Warners' "Battle Cry," including Mona Freeman, Dorothy Malone, and Tab Hunter, and director Raoul Walsh, stopped over for a series of personal appearances and interviews en route to the world premiere of the film in Baltimore, Md. They were met at the airport by a delegation from the U. S. Marine Corps. Their activities in the capital included appearances on Mark Evans' TV show over WTOP, breakfast and interview with amusement editors of the local press, interviews over stations WRC and WWDC. The stars met press, radio, and TV representatives at a special "Battle Cry" buffet luncheon.

MGM—Sickness took its toll at the local exchange as Edith Hislop, secretary; Rose Frank, clerk; Lucille Ryon, clerk; and Kitty Arnold, clerk, were down with the virus. . . . Oliver Broughton, maintenance supervisor, was a home office visitor.

ALLIED ARTISTS—Harold Levy's son Willard is recuperating at home after being hospitalized. . . . Pete Kaufman, salesman, and wife are the proud parents of a boy, their second child.

PARAMOUNT — Robert Grace, head booker, is recuperating at home after surgery. . . . Herbert C. Thompson, salesman, visited his territory in Baltimore, Md., on a business trip. . . . George Kelly, salesman was on a business trip to the eastern shore. . . . Jack Howe, salesman, is in the Shenandoah Valley on a business trip.

Ernestine Bandel, NSS office manager, is visiting the Philadelphia branch on a business trip. . . . Bobby Stauffer, part-time Equity clerk, graduated from Eastern High School. Stauffer will continue working but now on a full-time basis.

U-I—Mara Carday, star, of "So This Is Paris," was visitor at the exchange. Carday met with Harold Saltz, branch manager, and the entire staff, and called on Vice-President Richard Nixon.

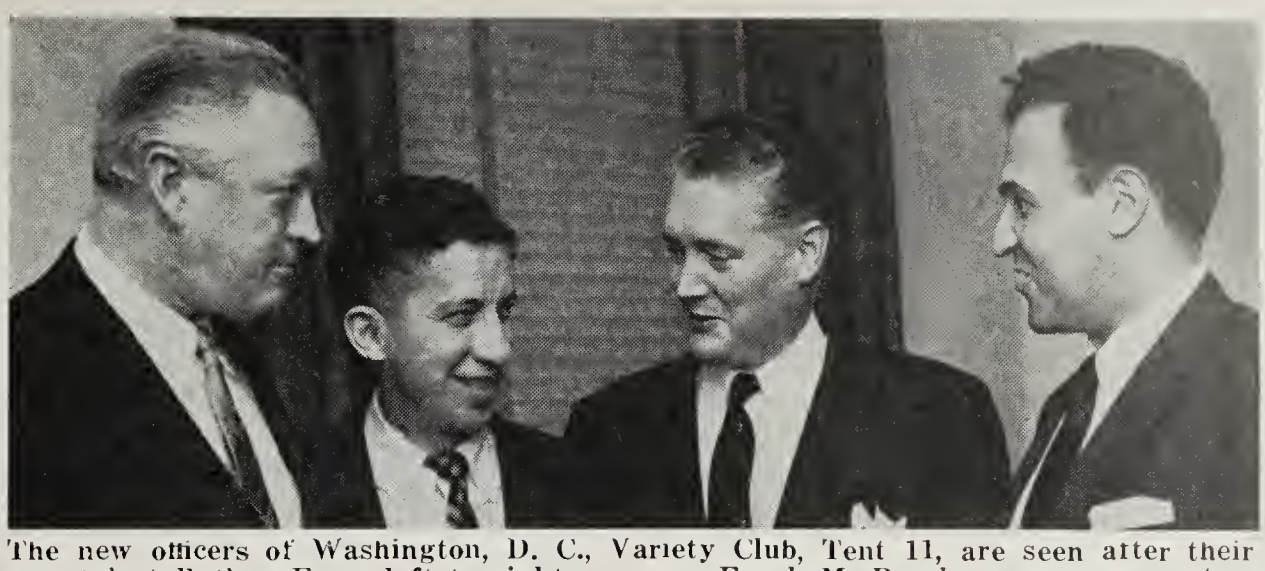


John Ericson, star, MGM's "Bad Day At Black Rock" and his wife, Milly Coury, were in Washington, D. C., recently to discuss the 1955 Motion Picture Theatre Celebration with local industryites. Seen, left to right, are, Ericson, Pat Notaro, Valley Enterprises; Coury; and Clark Davis, District Theatres; Stanley Warner's George Crouch, Ericson, Coury; and Lonis Ribnitzki; Ericson, Tom Mudd, Sidney Lust Theatres; Coury; and Eddie Martin, Exhibitors Service Company.

David Polland, U-I publicity representative, is in a huddle with Jack Foxe, publicity director, Loew's, in connection with the forthcoming "Far Country," opening soon at Loew's Capitol.

Frank Storty, Storty Circuit died. . . . Claudia Hall, U-I star, who appears in "Six Bridges To Cross," was in town in connection with the opening at Loew's Columbia.

Kann's department store is cooperating with various merchandise promotions with U-I's "So This Is Paris." . . . RKO Keith's will present a special "kiddie show" called "DisneyRama" featuring 12 selected Disney color cartoons, in CinemaScope. "DisneyRama," when shown on a CinemaScope screen with the anamorphic lens, will give the characters a new look and makes them fatter, leaner, wider, taller, bigger, better, and funnier, which makes the show appear as something completely new and different. —T. C.



The new officers of Washington, D. C., Variety Club, Tent 11, are seen after their recent installation. From left to right are seen Frank M. Boucher, property master; Alvin Q. Ehrlich, chief barker; Orville Crouch, second assistant; and Phil Isaacs, first assistant. Not in picture is Sam Galanty, dough guy, who was out of town.

Delaware

Dover

Sunday motion pictures in New Castle County outside of incorporated communities would be permitted continuously without the 6-8 p. m. closing under the provisions of a bill introduced in the House by Representative Paul R. Livingston, Democrat, Wilmington, during the 16th legislative day of the 118th General Assembly. Unlike the present law for the city of Wilmington where continuous operation is permitted on Sunday from 2 p. m. to midnight, Livingston's bill would permit theatres in unincorporated areas of New Castle County to operate continuously from noon to midnight. The measure would leave the law as it now is for Kent and Sussex Counties, Sunday films would be permitted between noon and 6 p. m. and from 8 p. m. to midnight outside of incorporated communities.

Bids are being invited on or about March 9 for the construction of a theatre at the Dover Airforce Base, according to Colonial Allen F. Clark, Jr., engineer for the Philadelphia district of the army engineers. The proposed work will consist of a theatre building which will contain an auditorium about 62 feet wide by about 116 feet long, and about 20 feet high; a stage, dressing room, canteen, and lobby. The building will be air conditioned throughout. The related site improvements will consist of a service road, sidewalks, electric service, water service, and sanitary sewers. The work is scheduled for completion within 10 months after the successful contractor receives notice to proceed with the work.

Wilmington

Edgar J. Doob, manager, Loew's Aldine, and Mrs. Doob celebrated their 35th wedding anniversary. . . . As a follow-up to the meeting of theatre managers, held in the Hotel DuPont, and as represented by Lewis S. Black, city manager, SW Theatres, Edgar J. Doob, manager, Loew's Aldine, and Dan Cudone, Edge Moor, the Delaware chapter of the American Red Cross notified theatre managers that a two-minute, 35 mm. film trailer emphasizing the need for generous giving to the Red Cross campaign has been produced for exhibition beginning on Feb. 25 and continuing until March 31. Posters, counter cards, and similar supplies will be delivered to each theatre manager, the Red Cross said. For additional supplies managers should telephone Miss Jane Plummer, Wilmington 5-3341, ext. 10. Red Cross flags are also available. —H. L. S.

Maryland

Baltimore

Warners' "Battle Cry" had its world premiere at the Stanley. The house was sold out days in advance. Mayor D'Alesandre welcomed Hollywood stars Tab Hunter, Mona Freeman, and Dorothy Malone and director Raoul Walsh. Baltimore is the home of "Battle Cry" author Leon Uris, who also attended. One of the highlights of the stage presentation was the bestowal of the title, "Hero of Baltimore," on ex-Marine Donald Heilman by the Mayor. On Jan. 16, Heilman rescued a seven-year-old boy from the icy waters of Gwynn's Falls and in a letter from the Mayor was commended for his "outstanding heroism." In the morning, the stars and others officially launched the National Fund Drive for the American Heart Association in special ceremonies at the City Hall. Maryland's Governor McKelden attended the presentation. Previously, full-scale Marine induction ceremonies were held in which an English bulldog was drafted into the Corps and given the name of "Battle Cry" in



During a recent visit to Washington, Mr. and Mrs. Herbert J. Yates visited the Republic branch office. They are seen here with Sam Tabor, acting branch manager, fourth from left, and members of the staff.

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honor of the film. Also, several days prior to the premiere General James Devereaux, hero of Wake Island, now serving his third term as Congressman from Maryland, witnessed the the signing of a proclamation by Mayor D'Alesandre designating February as "Battle Cry" month in honor of the picture. Rodney Collier, managing director, Stanley, was prominent in all the activities.

The Variety Guild, ladies auxiliary, Variety Club, held its third annual dinner dance at the club. Mrs. William Brizendine was in charge of the soiree. . . . Richard Egan, who appears in "Underwater," was in town for press, TV, and radio interviews in advance of the picture's opening at Keiths. Hank Howard, RKO's Philadelphia office, introduced him around. Jack Fruchtman and Ray Trumble, Keiths, hosted Egan with a party at the Sheraton Belvedere.

Elroy "Crazylegs" Hirsch was in in advance of "Unchained" coming to the Stanley. . . . Chauncey B. Wolf, treasurer, Uptown, is back from Florida. . . . The Governor Ritchie Drive-In, Glenburnie, Md., has installed a CinemaScope screen, according to projectionist Charles Gerber. . . . Howard McCall, projectionist, Little, who was ill, returned to duty. . . . George Mathews is a patient at the veterans' Fort Howard Hospital. He's projectionist at the Town. . . . Dave Pollard, U-I, was in for advance on "The Far Country," due at the Mayfair. —G. B.

Hagerstown

Plans are complete and work will begin soon on one of the largest drive-ins in the east, State Line, at Middleburg, Pa., according to Amos Harper, representing the owners, Transamerica Theatres Corporation. The new theatre was designed by architects Walton and Madden, Mount Rainer, Md., and will accommodate over 1000 cars. It will have a CinemaScope screen 75 feet high and 128 feet wide, latest type of projection equipment, and two box offices handling four lines of traffic. General contractor is Oyer and Son, Waynesboro, Pa., with J. F. Dusman Company, Baltimore, Md., to furnish equipment.

Leonardtown

The Waldorf, Waldorf, Md., had a live talent show featuring hillbilly Mac Wiseman and his radio gang. . . . The Evans Pier reopened. . . . Lexington Park, Md., and Leonardtown, Md., theatre operators are worried over protests of a group of citizens about Route 235 being cluttered up with "unsightly bill boards" and their move to have the highway cleared of all ad matter. . . . T. L. Harrison, Jr., has been made general manager, Lexington Park Theatres, Inc., and the 235 Drive-In, California, Md. He plans to move into his new home at Town Creek in a few weeks.

Wallace "Pop" Martin, mayor of Lexington Park, Md., has been put on the theatre maintenance staff. . . . N. A. Hodgdon, manager, Plaza, and manager, 235 Drive-In, California, Md., in the spring, summer, and fall months, plans to attend the national drive-in convention in St. Louis and represent Jack Fruchtman. . . . Ray Trumbule, now handling the New and Keith, Baltimore, Md., came in to visit and contracted the flu at his Sandy Bottom home. . . . Jack Fruchtman was also in visiting his theatres here and Lexington Park, Md.



Claude Land, manager, Silver, Silver Springs, Md., is seen receiving from George A. Crouch, general zone manager, Washington zone, Stanley Warner Theatres, the $500 Savings Bond awarded him as first prize for the best series of promotions during the recent three month "Fabian Fabulous Forty" anniversary campaign.

Pennsylvania

Doylestown

Claude J. Schlanger, County Theatre Company, announced that the Bucks County Drive-In is being enlarged so it will be among the largest in the east. The spot, which opened last August, is getting an additional box office, a new screen surface, in-car heaters, additional concession facilities, and is being generally improved.

McClure

The Palace has closed indefinitely.

Newmanstown

P. D. Weiser has reopened the Joy.

Reading

Manager Bob Diem, Loew's Colonial, used the top lines, "Cons Seize Hostages in Big Prison Break," in big type in his newspaper advertising for the jailbreak story, "Black Tuesday," the ads synchronizing with the story of the windup of the Boston prison uprising story. . . . Organized labor's movement in Pennsylvania this year to repeal from the state and local tax books the "tax everything law" under which theatre and other amusements tickets are taxed in Reading and many Berks towns, will have the endorsement of theatre managers here. The new movement, undertaken since a new administration has taken over at Harrisburg, is aimed directly at amusements taxes, which many theatre and amusement enterprise workers' unions claim hurts theatres and other businesses, and reduces employment.

Bertie Kennedy, one of manager J. Lester Stallman's staff of ticket sellers at the Astor, is in a hospital for surgical operations.

Interest in "Six Bridges to Cross," Astor, J. Lester Stallman, manager, was stimulated by recurring newspaper references to the Brink robbery.

Scranton

Harry Scull, former police captain is the new doorman at the Strand, replacing veteran Tom Kelly, who is recuperating at his home following a long illness. . . . Former assistant manager, Strand, Air Force Lieutenant Gene O'Boyle is expected home on a furlough following a year and a half of European duty. . . . Among those from this area who attended the Motion Picture Associates affair in Philadelphia recently were Byron Linn, Tom Walker, George Bittinger, Al Farrell, Bud Beck, Bill Salmons, and Jack Carroll, all Comerford, and Jack Mahon and Ben Rosenberg, Penn-Paramount Theatres. The dinner honored industry pioneers Alexander R. Boyd, Ben Amsterdam, William C. Hunt and Abe Sablosky.

Shavertown

Mr. and Mrs. Dan Shaver, Shaver, are now doing their own buying and booking for their theatre.

Williamsport

National Service Corporation, Philadelphia, is now buying and booking the Park.

Virginia

Richmond

Al Reynolds, general manager, Claude Ezell and Associates, Inc., drive-in organization at Dallas, and Bernie Hickey, recently appointed to the post of advertising, publicity, and exploitation, Shea Theatres, participated as panelists in MGM's Ticket Selling Workshop at the Jefferson Hotel here yesterday (Feb. 8). This Workshop was the seventh in 21 schduled to June 13. Reynolds and Hickey rounded out a program which featured Bob and Melba Walker, husband and wife team who operate the Uintah, Fruita, Colo., and Emery Austin, MGM's director of exploitation, who presented the company's 33 exhibitor aids to promote its product. A feature of the local meeting was a full-scale explanation of how local celebrations saluting the motion picture theatres can be put on by exhibitors, a complete, step-by-step description of how to enlist the entire business community in a combined "Go To The Movies" and "Shop In Our Town During Go To The Movie Week" campaign. MGM personnel attending the meeting, from the company's Washington office, included southern division sales manager Rudolph Berger, branch manager Herb Bennin, booker Eddie Kushner, and salesmen Pete Prince, Paul Wall, Thomas Cosgrove, and Sidney Eckman. Field press representative Tom Baldridge assisted Austin and the meeting was under the direction of Mike Simons, MGM director of customer relations.

Variety Clubs

Tent 13, Philadelphia

"Battle Taxi" was screened through the courtesy of United Artists.

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The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 53 • No. 15

FEBRUARY 9, 1955

ALLIED ARTISTS

Treasure of Ruby Hill (5507)

WESTERN
71M.

ESTIMATE: Okeh western for the lower half.

CAST: Zachary Scott, Carole Mathews, Barton MacLane, Dick Foran, Lola Albright, Gordon Jones, Raymond Hatton, Lee Van Cleef, Steve Darrell, Charles Fredericks, Stanley Andrews, James Alexander, Rick Vallin. Produced by William P. Broidy; directed by Frank MacDonald.

STORY: Cattle ranchers Barton MacLane and Charles Fredericks are fighting each other for the control of the open range after driving off most of the smaller opposition. MacLane's chief gunslinger is Lee Van Cleef, while his counterpart is Gordon Jones. At this point, Zachary Scott rides on the scene having filed claim with the government to all of the important water outlets in the territory. All are unaware that the real power behind-the-scenes is Dick Foran, foreman on a ranch owned by Rick Vallin and his sister, Carole Mathews, who is attracted to Scott. Foran manipulates things so that both MacLane and Fredericks are killed and then he steps in. Scott, however, steps in at the right time with a few friends and cleans up the situation, and he and Mathews look for a happy future together.

X-RAY: There's enough action and intrigue to satisfy most western fans, and the Scott name may be of some value in the selling. The story is adequate, and the acting, direction, and production average. The screen play is by Tom Hubbard and Fred Eggers, based on a story by Louis L'Amour.

AD LINES: "War On The Open Range Meant Death To Many"; "An Action-Filled Yarn Of Feuding Cattlemen With Little To Lose And Lots To Gain"; "Roaring Guns And Death Guarded The 'Treasure Of Ruby Hill."

COLUMBIA

The Long Gray Line

BIOGRAPHICAL DRAMA
138M.

(Color by Technicolor)
(CinemaScope)

ESTIMATE: High rating entry.

CAST: Tyrone Power, Maureen O'Hara, Robert Francis, Donald Crisp, Ward Bond, Betsy Palmer, Phil Carey, William Leslie, Harry Carey, Jr., Patrick Wayne, Sean McClory, Peter Graves, Milburn Stone, Erin O'Brien Moore, Walter D. Ehlers, Willis Bouchey, Don Barclay, Martin Milner, Check Courtney. Produced by Robert Arthur; directed by John Ford.

STORY: Tyrone Power, an old technical sergeant with fifty years of service in the army and stationed at West Point during his entire term, complains to the President over his enforced retirement. His story is related in flashback, how in 1903, in his early 20's and just off the boat from Ireland, he got a job as waiter at West Point, but soon finds that men of the regular army on the post are better treated and joins up. His boxing ability is noted by Captain Ward Bond, athletic director, and he is assigned to his staff helping with the cadets. He becomes a friend and father confessor to most of the cadets, many of whom become famous in later years. An Irish girl just off the boat, Maureen O'Hara, attracts his fancy and they get married. By diligent savings, she is able to bring his father and brother over, Donald Crisp and Sean McClory, as a surprise for Power who had intended to return to Ireland. Crisp lives with them while McClory goes to New York City. He plays cupid to cadet William Leslie by introducing him to Betsy Palmer, who helps him with his work. O'Hara becomes pregnant and gives birth to a boy who lives briefly, after which she can bear no more children. In World War I, Power requests a transfer to the fighting forces but is convinced he is more important where he is. Leslie dies in battle after leaving Palmer and a son, with O'Hara and Power practically becoming foster parents to Robert Francis. He enters the Point and is ready to graduate when he secretly marries and, though this is annulled, he feels he has despoiled the honor of the school and resigns enlisting as a private in the regular army after Pearl Harbor. He gains his rank on the battlefield. O'Hara dies peacefully of old age. The President refers the matter to one of his aides and they return to the Point to find a full parade salute awaiting Power, who must retire officially but who will remain on at the Point for as long as he desires.

X-RAY: While the running time here is long, the entertainment values are constantly of high quality and the story of a man who gave his life and his efforts and devotion to West Point is a thoroughly interesting one. The usual story and anecdotes to be found in entries about West Point are kept in the background and instead audiences are permitted to see the institution and its men and officers through the eyes of an outsider with a different, pleasing, and heartwarming result. There are a number of instances when tearful emotions will come to the fore, and there are still others where bits of humor will induce hearty laughter. The entire package as shaped by John Ford is one that should impress audiences and boxoffices. The cast, headed by Tyrone Power and Maureen O'Hara, gives a very good account of itself. The screenplay is by Edward Hope, based on "Bringing Up The Brass" by Marty Maher and Nardi Reeder Campion.

TIP ON BIDDING: Higher rates.

AD LINES: "Stirring Entertainment About A Man Among Men"; "He Gave His All To West Point And The Men Of 'The Long

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Gray Line'"; "When The Men Of 'The Long Gray Line' Step Out . . . The Result Is Heartwarming Entertainment."

Pirates Of Tripoli (706)

MELODRAMA 78M.

(Color by Technicolor)

ESTIMATE: For the duallers.

CAST: Paul Henreid, Patricia Medina, Paul Newland, John Miljan, Mark Hanna, Jean Del Val, Lillian Bond, Mel Welles, Louis G. Mercier, Jarl Davis, Maralou Gray. Produced by Sam Katzman; directed by Felix Feist.

STORY: In the 16th Century, princess Patricia Medina flees when her kingdom is overrun by the savage hordes of John Miljan. She goes to Tripoli to seek the aid of the pirates headed by Paul Henreid to regain her kingdom. Henreid agrees, making his former girl friend, Maralou Gray, jealous, and word gets back to Miljan who sends his fleet to destroy the pirate vessels. Medina persuades Henreid and his top associate, Paul Newland, to go to the palace with her for the royal jewels which will permit them to go to Europe and purchase vessels for the pirates. They are successful and sail on a merchant vessel for Italy, but Gray has revealed the plan to Miljan's agent, after which she is killed. The ship is taken, but Henreid and Newland are hidden while Medina becomes a prisoner. She is sentenced to die. Henreid and Newland gain entry to the city and with the pirates disguised force a showdown battle, disposing of Miljan and regaining the city for Medina. Henreid and the princess plan a future together.

X-RAY: This entry follows the usual pattern of hero and heroine vs. the powerful villain and should do okeh as part of the program where an average lower half entry is sought and needed. The story, acting, direction, and production are all average, with color by Technicolor proving of assistance. There's enough action to placate most viewers. The story and screen play are by Allen March.

TIP ON BIDDING: Program price.

AD LINES: "Pirates Take To The Land For High Adventure"; "Action Galore When Men Battle For Plunder And The Affections Of A Princess"; "A Princess And A Pirate Team Up For A Plunge Into Adventure."

Ten Wanted Men (725)

WESTERN 80M.

(Technicolor)

ESTIMATE: Western has action and angles.

CAST: Randolph Scott, Alfonso Bedoya, Donna Martell, Jocelyn Brando, Richard Boone, Skip Homeier, Clem Bevans, Minor Watson, Lester Matthews, Dennis Weaver, Leo Gordon. Produced by Harry Joe Brown; directed by Bruce Humbertstone.

STORY: Randolph Scott, owner of a cattle empire in Arizona, brings his widower brother, Lester Matthews, and Matthews' son, Skip Homeier, to his town. Homeier, arriving at the ranch meets Spanish Donna Martell the ward of Richard Boone a power in the area. Boone discovers that Martell and Homeier are becoming romantically inclined and flies into a rage, then proposes to Martell. She takes refuge at Scott's ranch. Importing a gang of gunmen headed by Gordon, Boone acquires a neighboring ranch and rustles Scott's cattle. One of Boone's gunmen challenges Homeier and the youngster, forced to fight, kills his man. Boone's friends accuse Homeier of murder and the boy is jailed. Homeier breaks jail and with Martell's help finds a hiding place. Scott discovers his boy and knocks him out. Scott then arranges for independent ranchers to meet at the house of Jocelyn Brando, his sweetheart, in order to tell them of his plans. Seeking Boone, Scott walks into a trap, but manages to shoot his way out, taking refuge at Brando's house. Boone and his killers follow, and a gun battle ensues, with Homeier making his way into the besieged house. Boone uses dynamite, killing most of the defenders, but Scott and Homeier escape into the river. Boone starts to pay off his thugs, but is double-crossed by Gordon and the others, who take everything. Boone rides out to get Martell but meets Scott who kills him in a showdown. Riding back to town Scott engages Gordon in a free-for-all in which Gordon is beaten. Scott marries Brando and Homeier marries Martell.

X-RAY: With loads of action this entry is fast-paced and has lots of violence. Randolph Scott displays his usual brand of slick heroics and should be as good a drawing card as ever to his audience. The cast, story, and direction are okeh and it should make up well on the program. Screen play is by Kenneth Gamet based on a story by Irving Ravetch and Harriet Frank, Jr. Legion of Decency rating: "B."

TIP ON BIDDING: Program price.

AD LINES: "He Carved Out An Empire With Bullets and Fists"; "It's Scott Against Ten Killers"; "Blood And Bullets On The Lawless Range."

Women's Prison (726)

MELODRAMA 80M.

ESTIMATE: Exploitable prison yarn.

CAST: Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter, Phyllis Thaxter, Howard Duff, Warren Stevens, Barry Kelley, Gertrude Michael Vivian Marshall, Mae Clarke, Ross Elliott, Adele August. Produced by Bryan Foy; directed by Lewis Seiler.

STORY: Set in a prison that houses both men and women separated by a wall, the two groups are conscious of each other. Governing the men is tough, uncaring Barry Kelley, while head of the women's section is Ida Lupino, power-mad and with a twisted mind and a lack of male companionship in her life which makes her bitter towards her charges. Housewife Phyllis Thaxter, guilty of reckless driving that caused the death of a child, and veteran convict and forger Jan Sterling are both admitted at the same time. Prison doctor Howard Duff tries to help Thaxter face her life behind bars but Lupino goes out of her way to make things tough. Convict Warren Stevens gets to see his wife, Audrey Totter, in the women's side to tell her where he hid the money from their last job so that she can use it when she is paroled. The visit leaves her pregnant. Lupino is threatened with expulsion unless she forces Totter to tell her how Stevens managed to get into the women's section and beats Totter until she has a miscarriage and lies near death. The other girls, led by Sterling and Cleo Moore, take over the prison from the matrons while Stevens again makes the trip between the two buildings in time to have Totter die in his arms. Amid teargas and bullets, Stevens seeks out Lupino and almost kills her but is stopped in time and rescuers find her raving mad. A clean-up is assured, with Duff taking a stand against Kelley and his methods. Thaxter is paroled and is reunited with her husband, Ross Elliott.

X-RAY: There are a number of angles, especially the women's prison theme, that can be exploited. The story is an interesting one, and the characterizations by the various performers are good, as is the direction and production. It should make up well on the program and with a little extra effort give an okeh account of itself. The screenplay is by Crane Wilbur and Jack DeWitt, based on a story by the latter. The names in the cast should also prove of considerable assistance sellingwise. Legion of Decency rating: "B."

TIP ON BIDDING: Program price.

AD LINES: "A Man Gets Into The Women's Prison . . . Don't Miss What Happens"; "They Had A Way Of Taking Care Of Rats"; "Women Driven Mad By Bars That Kept Them From Their Loved Ones."

LIPPERT

They Were So Young (5406)

MELODRAMA 78M.

(Filmed in Germany)

ESTIMATE: Exploitation entry can be sold.

CAST: Scott Brady, Johanna Matz, Raymond Burr, Ingrid Stenn, Gisela Fackeldey, Kurt Meisel, Katherina Mayberg, Eduard Linkers, Gordon Howard, Elizabeth Tanney, Erica Beer, Hanita Hallan. Produced and directed by Kurt Neumann.

STORY: Five European models, including Johanna Matz and Ingrid Stenn, arrive in Rio under contract to a fashion house managed by Gisela Fackeldey, but secretly owned by wealthy Raymond Burr. Finding it not a fashion house but rather one devoted to the entertainment of gentlemen, Matz and Stenn go to appeal to the authorities. Stenn is captured and beaten before she can get there. Matz brings the police back but can prove nothing since the other girls refuse to back her up out of fear and other considerations. Matz appeals to American engineer Scott Brady, who works for Burr, and he places her in the home of Burr for protection. She escapes, convinces him that Burr is behind the whole operation, but is kidnapped and taken aboard a Burr-owned pleasure boat containing women to please plantation workers. Scott traces her with the help of a disgruntled Burr employe and rescues Metz after Stenn has been killed. A police undercover agent helps Scott break up the ring and capture Burr. Scott and Matz plan to leave for America for a future together.

X-RAY: There are a number of angles that can be used by exploitation spots to maybe do better than average with this while others can use it on the program. The story is offbeat and having been made abroad it has a different atmosphere to it. The acting, direction, and production are okeh with interest in evidence pretty much throughout. The screen play is by Felix Luetzkendorf and Kurt Neumann, based on an outline by Jacques Companeez.

AD LINES: "Too Innocent . . . Too Willing . . . Too Eager"; "They Had To Please Men Or Else"; "They Called Them Luxury Girls."

MGM

Anchors Aweigh (520)

COMEDY WITH MUSIC 144M.

(Reissue)

(Technicolor)

ESTIMATE: Reissue has names to sell.

CAST: Frank Sinatra, Kathryn Grayson, Gene Kelly, Jose Iturbi, Dean Stockwell, Pamela Britton, Rags Ragland, Billy Gilbert, Henry O'Neill, Charles Ramirez, James Flavin, Edgar Kennedy. Produced by Joseph Pasternak; directed by George Sidney.

STORY: Sailor Gene Kelly, who saved the life of his buddy, Frank Sinatra, when a blast threw him into the water, is the top wolf of the ship. Both are decorated, given four days leave. Sinatra trails along

with Kelly to learn the wolf technique, but manages to be only a handicap. When young Dean Stockwell wants to join the navy, police enlist Kelly's aid to find out where Stockwell lives. Sinatra and Kelly accompany Stockwell home, where he lives with his aunt, Kathryn Grayson, a movie extra who wants to meet and sing for Jose Iturbi, but is unsuccessful. Sinatra falls for Grayson; and Kelly, wanting to make an impression, says Sinatra and Iturbi are pals. They chase after Iturbi, but never catch up with him. Meanwhile, Sinatra falls for Brooklyn-born waitress Pamela Britton, while Kelly and Grayson are in love. Finally, just as their leave is ending, and the boys are ready to tell Grayson the truth, she meets Iturbi, who, on hearing the story, gets her the screen test. She clicks, and the windup is on the boys' ship where Iturbi is conducting the band.

X-RAY: When first reviewed in THE SERVISECTION of July, 1945, it was said: "Headed for the bigger money, this is one of the best from MGM. It is Kelly's show all the way, but he gets able support from the others. Sinatra plays the role of a meek sailor, and acquits himself well. One sequence, in which Kelly dances with a cartoon character, is a real gem, and another dream sequence also gives him a chance to come through with a strong dancing specialty. Songs heard are 'Tango,' 'The Worry Song,' 'Anchors Aweigh,' 'I Fall In Love Too Easily,' 'Concertine,' 'Donkey Serenade,' 'La Galondria,' 'Jesusita En Chihuacha,' 'Cielita Lindo,' 'El Caseabel,' 'El Relajo,' Tschaikowsky's 'Piano Concerto,' 'The Charm Of You,' 'Hungarian Rhapsody,' 'Waltz Serenade,' 'What Makes The Sun Set,' 'Largo Al Factotum,' 'I Begged Her,' 'We Hate To Leave,' 'Wiegenlied,' and 'Jalousie'."

TIP ON BIDDING: Top reissue price.

AD LINES: "Ship Ahoy, Mates, This Is A Musical Hit!"; "A Star Cast In One Of The Screen's Best Musicals"; "Brought Back To Charm You Anew."

Many Rivers To Cross (517)

OUTDOOR COMEDY DRAMA 92M.

(CinemaScope) (Eastman Color)

ESTIMATE: Offbeat outdoor show has names and amusing angles.

CAST: Robert Taylor, Eleanor Parker, Victor MacLaglen, Jeff Richards, Russ Tamblyn, James Arness, Alan Hale, Jr., John Hudson, Rhys Williams, Josephine Hutchinson, Sig Ruman, Rosemary DeCamp, Russell Johnson, Ralph Moody, Abel Fernandez. Produced by Jack Cummings; directed by Roy Rowland.

STORY: Frontiersman Robert Taylor, fleeing from a girl with marriage on her mind, is wounded by Indians and rescued by Eleanor Parker, who takes him to the home of her family to recuperate. She also has marriage in mind for Taylor, which pleases the family headed by Victor McLaglen but disgusts long-time suitor Alan Hale, Jr. Parker provokes a fight between Hale and Taylor, with Hale emerging victorious, but nothing she can do sways Taylor from his aversion to a wedding. She finally resorts to falsely accusing Taylor of compromising her, whereupon McLaglen and brothers Jeff Richards, Russ Tamblyn, and John Hudson force a marriage at shotgun-point. Taylor flees after the ceremony, but Parker follows doggedly through the Indian-infested woods, determined to consummate the marriage. He remains stubborn, and at last she tearfully leaves him to return home. Taylor plans a trapping venture with James Arness, a family man, but realizes that Arness' ties to his wife and children are too strong. He returns to Parker, finds her in touble with Indians, but they emege from the battle victorious and in love.

X-RAY: Producer Cummings has attempted to follow up his highly successful "Seven Brides For Seven Brothers" with something in a similar vein, a good natured spoof of post-Revolutionary customs and mores, and has succeeded fairly well. An excellent cast affords several amusing portrayals with Parker and Taylor baring real comic ability, particularly in an Indian-fighting scene that is a gem of frustrated fury. There is real suspense in several Indian chase scenes, but the tongue-in-cheek is always present. The film is comparable to a dramatized folk-song, with the spirit of the frontier nicely captured in excellent color. One song, "The Higher Up The Berry Tree," is heard. The screen play is by Harry Brown and Guy Trosper.

TIP ON BIDDING: Better rates.

AD LINES: "Frontier Frolics As A Wedding Loving Woman Chases A Marriage Shy Woodsman"; "She Meant To Have Him, Dead Or Alive"; "He Feared No Man, But She Was No Man."

REPUBLIC

The Square Ring (5432)

DRAMA 73M.

(English-made)

ESTIMATE: Okeh programmer.

CAST: Jack Warner, Robert Beatty, Bill Owen, Maxwell Reed, Bill Travers, George Rose, Alfie Bass, Ronald Lewis, Sidney James, Joan Collins, Kay Kendall, Bernadette O'Farrell, Eddie Byrne, Vic Wise. Produced and directed by Michael Relph and Basil Dearden.

STORY: At a fight stadium, Jack Warner is a handler in the dressing room readying various contestants for their bouts. There is Robert Beatty, former champ, trying a comeback against the wishes of his wife, Bernadette O'Farrell, who separated from him because he refused to give up the ring. There are others, a punch-drunk old-timer, a slow-witted giant who knows his way around in the ring, a good fighter suspected of throwing some fights, a novice facing his first professional fight, a peppy fighter despairing of having looks disarranged, etc. The old-timer wins and plans to continue full of confidence; the simple lad wins; the chap who was ordered to throw the fight is double crossed when his opponent quits before he can, and his life and that of his girl is in danger from gamblers; the novice loses because of his opponent's foul tactics; and the boy who fears for his looks gets a clout on the nose and almost murders his opponent in anger. Beatty puts up a good show against a younger and stronger opponent but takes a beating. He wins in the last round but the effort has been too much for him and he dies to the despair of O'Farrell.

X-RAY: There are some good dramatic moments as well as some action in the ring to be found in this entry devoted to what happens both in and out of the ring to various contestants. The story is interesting and direction, acting, and production okeh, and it should do satisfactorily as part of the program. The screen play by Robert Westerby is based on a play by Ralph W. Peterson.

AD LINES: "A Thrilling Yarn Of Prizefighters . . . In And Out Of The Ring"; "Exploding Fists And The Men Behind Them"; "Some Wanted To Win . . . Others Thought Only Of Losing . . . In 'The Square Ring'."

Timberjack

OUTDOOR MELODRAMA 94M.

(Trucolor)

ESTIMATE: Colorful outdoor meller will fit into action spots.

CAST: Sterling Hayden, Vera Ralston, David Brian, Adolphe Menjou, Hoagy Carmichael, Chill Wills, Jim Davis, Howard Petrie, Ian MacDonald, Elisha Cook, Karl Davis, Wally Cassell, Tex Terry, George Marshall. Associate producer and director, Joe Kane.

STORY: Sterling Hayden returns to his Montana home and learns from cabaret owner and entertainer Vera Ralston, his childhood sweetheart, that his father has been murdered. The cabaret is popular with the lumbjacks employed by David Brian, also interested in Ralston, whom Hayden suspects of killing his father. Hayden decides to operate his father's logging interests despite the fact that Brian controls the railroad and tries to force him to sell. Aided by Chill Wills, he plans to float the timber to market and receives valuable tips on Brian's plans from Ralston, her father, Adolphe Menjou, and pianist Hoagy Carmichael. Brian kills Menjou when he learns he has tipped off Hayden and imports thugs to destroy Hayden's dam. Ralston learns Brian is guilty and flees to Hayden with Brian in pursuit. Hayden kills him in a gunfight, learns Brian killed his father, and marries Ralston, while Carmichael receives the cabaret as a gift.

X-RAY: Republic journeyed to the wildest parts of Montana to film this, and the result is some truly breathtaking scenery captured in excellent Trucolor. The story is familiar, but there is plenty of action and outdoor fans won't be disappointed. Performances are capable and several song and dance interludes act as a neat change of pace. Heard are "The Tambourine Waltz," "What Ev'ry Young Girl Should Know," "He's Dead But He Won't Lie Down," "My Dog," and "Timberjack." The screen play is by Allen Rivkin, based on a novel by Dan Cushman.

AD LINES: "Lusty, Rousing, Robust Adventure Sprawling Across A Canvas As Huge As The Great Outdoors"; "Spurred By A Thirst For Vengeance, He Challenged The Might Of A Forest Emperor"; "Timber And A Beautiful Woman Explode Into Violence In The Great Northwest."

20TH-FOX

Belle Starr's Daughter (541)

WESTERN 86M.

(Reissue)

ESTIMATE: Western reissue should do okeh.

CAST: George Montgomery, Rod Cameron, Ruth Roman, Wallace Ford, Charles Kemper, William Phipps, Edith King, Jack Lambert, Fred Libby, Isabel Jewell, J. Farrell McDonald, Cris-Pin Martin, Kenneth MacDonald, William Perrott, William Ruhl, Frank Darion, Larry Johns, Harry Harvey, Charles Stevens, Paul E. Burns, Bill Kennedy, Lane Chandler, Mary Foran, Henry Hull, John Cason. Produced by Edward Alperson; directed by Lesley Selander.

STORY: When Rod Cameron and William Phipps, outlaws, venture into Antioch and kill the marshal, they break the truce that exists between the town and the outlaws at Cherokee Flats. Isabel Jewell, queen of the outlaws, orders the pair brought before her to turn them over to the authorities, but Cameron shoots down Jewell, and the pair make a break for safety. Wallace Ford, another outlaw, is suspicious of Cameron. The townspeople, under the leadership of George Montgomery, new marshal, wipe out the outlaws. Ruth Roman, Jewell's daughter, thinks Montgomery is responsible for her mother's death, and, later, when she gets a job in Antioch, she tries to brush off the marshal whenever possible. Cameron shows up and talks her into coming with him and his gang.

They ride out of town after Cameron kills Ford, fearing he would talk about the Jewell killing. Montgomery and his deputy, Charles Kemper, trail the outlaws to their hideout, where Kemper is wounded. The outlaws escape, and Montgomery wires for aid. Phipps finally is left to die at a farmhouse. Meanwhile, Roman learns Cameron's true nature and flees their camp back to Phipps. The latter, knowing he is dying, tells her that Cameron killed her mother. Montgomery arrives, but is wounded. Roman offers to go back for a trial, and Montgomery offers to wait for her.

X-RAY: When first reviewed in THE SERVISECTION of November, 1948, it was said: "Loaded with action and gunplay, this should please western fans. Performances are competent, the story holds interest, and the direction is in the capable class. The screenplay is an original by W. R. Burnett."

TIP ON BIDDING: Average reissue price.

AD LINES: "She Rode The Range With Outlaws; But Her Heart Was With The Marshal Who Vowed To Capture Or Kill Them All"; "Excitement, Adventure, And Romance In The Days Of The Real Wild West"; "Brought Back To Thrill You Anew."

Dakota Lil (542)

WESTERN
88M.

(Reissue)

ESTIMATE: Reissue has the angles.

CAST: George Montgomery, Marie Windsor, Rod Cameron, John Emery, Wallace Ford, Jack Lambert, Larry Johns, Marion Martin, James Flavin, J. Farrell McDonald, Lillian Bronson, Kenneth MacDonald, Clancy Cooper, Walter Sande, Frank Lackteen, Bill Perrott, Joel Friedkin. Produced by Edward L. Alperson; directed by Lesley Selander.

STORY: George Montgomery, Indian fighter, is assigned to breaking up the "Hole-In-The-Wall" gang, bandits who have terrorized the west, by the U. S. Secret Service, since the gang has stolen $100,000 in unsigned government money. Montgomery contacts Marie Windsor, notorious forger, in a Mexican town, and posing as an outlaw, outlines a deal whereby Windsor will forge the signature of the U. S. Treasurer, making the notes negotiable. Windsor gets a job with Rod Cameron, wealthy saloon owner, who is also the leader of the gang, and lets him discover she is a forger. Cameron leads Windsor to the gang's hideout, a school for outlaws. Windsor later learns that Montgomery's contact man has been strangled by Cameron after he and Montgomery had gotten to the hideout. Montgomery and Windsor fall in love, but Windsor learns Montgomery is working for the government, threatens to tell Cameron. She relents on learning of the death of Montgomery's aide, and tells Montgomery she'll help him capture the gang in return for a light sentence. While forging the bills, Windsor slips one unsigned bill in her blouse, and Cameron tries to kill her. However, Montgomery comes to the rescue, Cameron is killed, and Montgomery is wounded. Windsor goes to serve her sentence knowing that Montgomery will wait.

X-RAY: When first reviewed in THE SERVISECTION of February, 1950, it was said: "A pleasant deviation from the usual run of western-type of shows in that it involves the U. S. Secret Service, this has a story that is surprisingly tight and achieves a high degree of drama and tenseness. There are fine photography, direction, and production. This is based upon a story by Frank Gruber." When first released this was in Cinecolor and bore a Legion of Decency: "B" rating.

TIP ON BIDDING: Reissue price.

AD LINES: "The U. S. Secret Service Captures The Most Feared Outlaw Gang The West Has Ever Known"; "He Chose Between Her Love And Her Conviction"; "Brought Back To Thrill You Anew."

The Racers (505)

MELODRAMA
112M.

(Partly made in Europe)
(CinemaScope)
(Color by De Luxe)

ESTIMATE: Entertaining entry.

CAST: Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb, Katy Jurado, Charles Goldner, John Hudson, George Dolenz, Agnes Loury, John Wengraf. Produced by Julian Blaustein; directed by Henry Hathaway.

STORY: Kirk Douglas and his mechanic, Charles Goldner, enter the Grand Prix de Napoli. They are to race against a crew managed by Lee J. Cobb and champion drivers Caesar Romero and Gilbert Roland. Before the race, Douglas meets and is attracted to ballerina Bella Darvi. The race gets underway, and Douglas, about to set a new speed record, is forced to swerve his car when Darvi's dog runs across the track. Smashing into a wall, the car is demolished but Douglas escapes uninjured. He listens to her apology for the accident and gets better acquainted. Darvi gives up dancing and goes with Douglas to the important races. Douglas noses Roland out at the finish. Later, he urges her to reconsider her desire to remain with him, and advises her to return to the world of the ballet, but she stays. Douglas is hired by Cobb as a reserve driver and follows the circuit the first year without getting into a race. His opportunity arrives when Romero, unnerved by an accident, is forced to leave the race. Douglas takes over and finishes third with Roland winning the contest. The next race sees Douglas entered as a starter. Ignoring a worn tire, Douglas guns his car into the lead. On a rugged turn, the tire blows and Douglas is critically injured. Douglas is rushed to the hospital where Darvi is asked to permit amputation of his leg, but she decides against it. Douglas pulls through, with his leg troubling him occasionally as he tries to race again. He enters the Le Mans race as a co-driver with Roland. They are supposed to alternate, but Roland incurs an accident forcing Douglas to drive alone, which he does, winning. This is the first of a series of wins for Douglas that eventually rockets him to a first place standing among the drivers. Romero announces his retirement after his final race. When newcomer John Hudson replaces Roland in the race, Douglas competes actively against him. Romero is forced into an accident by Douglas but is unhurt. Hudson wins and Douglas not only loses the race but his girl and the respect of his friends as well. Later he sees Darvi at the ballet, but she refuses to return with him. The next race, the Grand Prix de Italia, finds Douglas driving off the track to rescue Roland, whose car has turned over. Roland lives and Douglas gets Darvi back, a new man.

X-RAY: Well made and fast-paced, this entry has much to offer in the way of thrills via authentic European auto races in CinemaScope, which add to the value of the presentation. The story is interesting, the cast good, and the direction and production in the better category. Audience participation because of CinemaScope is almost a reality in some scenes. It should please most viewers. Peggy Lee sings an off-screen song, "I Belong To You." Screenplay is by Charles Kaufman, from a novel by Hans Ruesch.

TIP ON BIDDING: Higher rates.

AD LINES: "A Thrill A Minute In CinemaScope"; "Fast Moving Entertainment That Will Thrill All"; "They Drove Fast; Lived Fast; For Death Was Around The Next Bend."

UNITED ARTISTS

Sabaka

MELODRAMA
74M.

(Ferrin)
(Print by Technicolor)
(Made in India)

ESTIMATE: For the lower half or art spots.

CAST: Boris Karloff, Nino Marcel, Reginald Denny, Victor Jory, Lisa Howard, Jay Novello, Lou Krugman, June Foray, Peter Coe, Paul Marion. Produced, written, and directed by Frank Ferrin.

STORY: Victor Jory and June Foray start a new cult in India of fire-worshippers which would result in their profiting in money and power. The natives are forced to join and contribute by threats and burning and killing. One of the victims is Lisa Howard as well as her husband. Howard's champion is youthful elephant trainer Nino Marcel, friend of the Maharajah Lou Krugman, who swears vengeance. Military head Boris Karloff refuses to believe any of the theories or stories advanced by the youth, being jealous of his friendship with Krugman. Jory and Foray have a falling-out and Jory is killed. Marcel, with the aid of a pet tiger and elephant, breaks the cult and brings the killers to adequate justice.

X-RAY: Incorporating some Indian background footage, this entry shapes up as a fair programmer or as a possible supporting feature in the art and specialty spots. The subject matter is offbeat, the story fair, as is the acting, direction, and production.

AD LINES: "A Secret Fire-Worshipping Cult In India Exposed"; "A Pet Tiger And Elephant Help A Youngster In His Search For Vengeance And Justice"; "Colorful Adventure Tale Of Mysterious India."

U-International

Smoke Signal (516)

MELODRAMA
88M.

(Print by Technicolor)

ESTIMATE: Okeh program meller.

CAST: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Gordon Jones, Milburn Stone, Douglas Spencer, William Schallert, Bill Phipps, Bob Wilkie, Pat Hogan, Peter Coe. Produced by Howard Christie; directed by Jerry Hopper.

STORY: A small group of cavalrymen decide to abandon a fort in the face of superior Indian forces whose attacks have wiped out most of the garrison. Under Captain William Talman, they take to boats, including prisoner Captain Dana Andrews who is charged with murder and treason for deserting to the Indians who now want to kill him as well, and Piper Laurie, daughter of the dead commandant. Andrews hopes to reach an Apache chief who can stop the other Indians from an all-out war. They lose men to both the treacherous currents and Indian attacks from the shore so that a handful and one boat are left. Laurie and Andrews, who has gained the esteem of the men via several acts of heroism, fall in love and he explains his desertion which was in the best interests of the country. Rex Reason, in love with Laurie, tries to kill Andrews but falls to his death from the overlooking cliffs. As they approach the end of the jorney to find troops awaiting them, Talman decides to give Andrews a chance to prove his story and case by allowing him to escape, grateful for his aid in the river passage. Laurie knows he will be back.

X-RAY: This should do okeh as part of the program with a yarn that holds interest pretty much throughout, colorful sequences on the Colorado River which add excitement and thrills, good performances, and efficient direction and production. There's enough action to satisfy most audiences seeking this type of film fare. The story and screenplay are by George F. Slavin and George W. George.

TIP ON BIDDING: Program rates.

AD LINES: "Everybody Said They Could Not Make It . . . The Trip Down The Roaring Colorado"; "The Thrilling Tale Of One Woman And A Handful Of Men To Stay Alive As They Battled Nature And Killer Indians"; "A Fast-Moving Thrilling Tale Of Adventure."

WARNERS

Battle Cry (411)

MELODRAMA
149M.

(Color by WarnerColor)
(CinemaScope)

ESTIMATE: High-rating marine yarn.

CAST: Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone, Anne Francis, William Campbell, John Lupton, Justus E. McQueen, Perry Lopez, Fess Parker, Jonas Applegarth, Tommy Cook, Felix Noriego, Susan Morrow, Carleton Young, Rhys Williams, Allyn McLerie, Gregory Walcott, Frank Ferguson, Sarah Selby, Willis Bouchey. Directed by Raoul Walsh.

STORY: In 1942, shortly after Pearl Harbor, a number of youngsters enlist in the marines. A train picks up enlistees in various cities with Tab Hunter bidding his family and girl friend Mona Freeman farewell; William Campbell desperately bids his girl friend Susan Morrow goodbye promising to send for her. Others on board are J. E. McQueen, studious John Lupton, Indian Jonas Applegarth, delinquent Perry Lopez, and lumberjack Aldo Ray. The group remains together at boot camp and after a rugged training period emerge as marines. They are assigned to radio school under sergeant James Whitmore and attached to major Van Heflin's command. Campbell goes to pieces when he receives word from Morrow that she has married someone else. Lupton meets Anne Francis on a ferryboat and they become friends though she refuses to see him anywhere else. Tab Hunter becomes infatuated with Dorothy Malone, USO worker whose husband is away, and his studies and base life suffers. Whitmore arranges for a furlough which breaks up the romance and permits Freeman and Hunter to wed. Lupton is deeply affected when he discovers that Francis is a B-girl. The battalion is sent to New Zealand where Ray picks up widow Nancy Olson and tries to make time until he finds out her background. After an apology, they get better acquainted. The outfit is sent to Guadalcanal to mop up resistance on the island and then returns for recuperation. Ray and Olson get more time together and they decide to get married with Olson informing him he is to be a father. When sailing orders arrive, Ray plans on deserting to be with her but is convinced he should go with the outfit. Again on Tarawa they are assigned to mop up and they go to Hawaii to rest. Word reaches Heflin that an invasion of Saipan is in order, with his outfit to get the usual mopping up position. He risks court-martial to protest to General Raymond Massey who reassigns them to the most dangerous spot. Heflin and others are killed. Ray, minus a leg, refuses to see anyone or to return to Olson, but Whitmore persuades him with the help of a letter from Olson to return to her and her baby. Hunter returns home, waiting Freeman, while Whitmore visits next of kin of dead boys.

X-RAY: Well-made and at all times interesting, this yarn of the training of raw recruits into efficient marines and of the making of men from boys is different from the usual service film in that there is a minimum of fighting and battle scenes with the concentration rather on the boys, their lives, and their girl friends. There are a number of sex-laden sequences which can be used in the exploitation. The shifting of scenes and themes as well as the play on the varied personalities is expertly handled by director Walsh who turns in a high-rating job and the story-line follows the best-seller by Leon M. Uris who also wrote the screen play. It could make a heavy dent boxofficewise. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "A Best-Seller Made Into Forceful, Dynamic Entertainment"; "When The Marines Decide To Fight Or Fun . . . Look Out"; "Girls . . . Girls . . . Girls . . . And Each Waiting For Her Marine."

Unchained (412)

MELODRAMA
75M.

ESTIMATE: Well-made programmer.

CAST: Elroy Hirsch, Barbara Hale, Chester Morris, Todd Duncan, Johnny Johnston, Tim Considine, Peggy Knudsen, Jerry Paris, John Qualen, Bill Kennedy, Henry Nakamura, Kathryn Grant, Bob Patten, Don Kennedy, Mack Williams, Saul Gorss. Written, produced, and directed by Hall Bartlett.

STORY: Elroy Hirsch is among a group of men transferred from San Quentin to the California Institution for Men at Chino after being convicted of nearly killing a man suspected of stealing from him. The newcomers are greeted by superintendent and founder, Chester Morris, who explains the absence of bars, armed guards, high walls, and gun towers as well as the proper way to go over the fence and the penalty after being caught of an addition to the record and never being able to return to the institution. Hirsch and bully Bill Kennedy tangle when the latter picks on ex-musician Johnny Johnston who, because of a crippled hand, turned to crime. He chafes at the confinement to wife Barbara Hale. Veteran prisoner Todd Duncan takes Hirsch in hand and guides him in the right direction, even convincing him to run for the governing body against Kennedy, who plans to use the office to escape. Johnston's hand is corrected by surgery and he commences rehabilitation. When Hirsch is elected to the council, Kennedy plans revenge and tries to frame Hirsch so he would be sent to another prison, but this is foiled. Later Hirsch decides to make a break; Duncan tries to stop him via a brawl, but then decides to let Hirsch make up his own mind especially since his latest bitterness stems from the parole board refusing to set a definite sentence limitation for his crime. Hirsch realizes at the last moment that escaping is wrong and decides to remain and serve his time.

X-RAY: All-around high quality is to be found in this off-beat type of prison film. The story is a highly interesting one as well as being different, while the cast as a whole is fine in the characterizations and the direction and production are in the better class. The entry will need selling if something special in returns is sought and once audiences get to see it, it will be appreciated. The story was suggested by the life and work of Kenyon J. Scudder and by his book, "Prisoners Are People."

TIP ON BIDDING: Program rates.

AD LINES: "What Happens When 2,000 Of The Toughest Cons Are Let Loose In The 'Prison Without Bars' "; "You've Seen Prison Riots; You've Seen Inhuman Guards; You've Seen Convicts Slugged In Their Cells By Other Convicts; But You've Never Seen What You Will See In 'Unchained'."

FOREIGN

Animal Farm

CARTOON
73M.

Louis De Rochemont
(Technicolor)
(English-made)

ESTIMATE: Cartoon feature is excellent for art spots.

CAST: Produced and directed by John Halas and Joy Batchelor.

STORY: The farm animals rebel and drive out the evil farmer. Under the leadership of two pigs, the animals organize their own government. The animals prosper and again fight off the farmer when he attempts to return. One of the pigs proves himself to be a real leader and develops plans to build a windmill. The other pig is jealous, develops a small army, and takes over the government. The construction of the windmill continues, as do other improvements, but now the pig and his cronies set up an absolute dictatorship, and reap all the profits. The farmer again attempts to win back the farm, but although the windmill is destroyed, the animals once more succeed in defeating him. As the years pass the farm becomes more and more prosperous, but only to the benefit of the ruling clique. The rest of the animals now find themselves worse off than when the farmer was in control. The farm animals replace their old slogan of "all animals are equal" with "all animals are equal, but some are more equal than others."

X-RAY: Some years ago, George Orwell wrote a fable satirizing the Communist government. This modern classic has been made into a feature length cartoon that portrays in pictures what Orwell said in words. It has been done in such a manner that no grain of meaning is lost. Although this is a biting political satire and an education in political reality, the feature has been so handled that it could stand on its own as an amusing cartoon. The Matyas Seiver musical background adds a stirring quality to this entry. The film should be a welcome entry in art house circles, but will take a lot of selling in other situations.

AD-LINES: "George Orwell's Classic Anti-Communist Fable Brought To Life"; "A Picture No Thinking American Can Afford To Miss"; "A Political Satire That Pulls No Punches."

The Belles Of St. Trinian's

COMEDY
90M.

(Associated Artists)
(English-made)

ESTIMATE: Okeh import for art and specialty spots.

CAST: Alastair Sim, Joyce Grenfell, George Cole, Eric Pohlmann, Lorna Henderson, Lloyd Lamble, Vivienne Martin, Hermione Baddeley, Betty Ann Davies. Screenplay and direction by Frank Launder.

STORY: Sultan Eric Pohlmann decides to send his daughter, Princess Lorna Henderson to an English girls' school, and chooses St. Trinian's because of its proximity to his racing stables. The head mistress, Alastair Sim, instills an unorthodox doctrine of free expression in her collec-

tion of uninhibited pupils. The young ladies' forceful methods of tackling anything necessitates the shuttering of the village shops and the consultation of a psychiatrist by the local police inspector, Lloyd Lamble. The inspector's policewoman girl friend, Joyce Grenfell, takes a position at the school in order to investigate numerous irregularities. The head mistress' niece, Vivienne Martin, daughter of the headmistress' bookmaker brother, also Alastair Sim, is enrolled in the school since her father knows that the princess is there, and he needs to know the form of the Sultan's horse, Arab Boy. Martin finds that Arab Boy is a virtual certainty to win and persuades the girls to kidnap the animal to prevent its running. But Henderson's schoolmates learn of the plot and turn the tables by recapturing the horse. They are supported by head mistress Sim, who has secretly put the school's funds on the animal in a desperate effort to avert financial disaster. Arab Boy reaches the course in time to win.

X-RAY: A swiftly moving chuckle from start to finish, this production is quite entertaining, with Alastair Sim leading the merriment in a dual role. This is typical British humor and the end result is above average. The story is based upon the drawings of Ronald Searle.

AD LINES: "Ringing The Bell For Laughter And Merriment"; "Those Awful School Girls Will Leave You In Stitches"; "Gay And Witty, A Bubble Of Joy."

The Game Of Love

DRAMA
108M.

(Times Film Corporation)

(French-made) (English titles)

ESTIMATE: One of the better imports.

CAST: Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger. Producer: Louis Wipf; director: Claude Autant-Lara.

STORY: The action takes place on the French coast where 16-year-old Pierre Michel-Beck is vacationing at the home of Nicole Berger, 15. They have become good friends, and find themselves attracted to each other in a different way. After attending a motion picture, they kiss for the first time. One day Michel-Beck meets middle-aged vacationer, Edwige Feuilleire, and is attracted to her. Later he pays a visit to her summer home. Indecisive about his devotion to Berger, Michel-Beck releases his suppressed emotions in a verbal outburst directed at the girl. She talks him into running away. In his flight, he encounters Feuilleire who informs the boy that he can come to her but only if his mind is free of thoughts of Berger. Off again goes Michel-Beck, but is this time stopped by Berger. They return home, but the boy goes to Feuilleire and stays the night. This occurs the following night, but indecision again looms in Michel-Beck's mind. Feuilleire senses this and turns the boy away. A reconciliation ensues between Michel-Beck and Berger, climaxed by intimacy. Days pass and the boy learns that Feuilleire is leaving. He races to her house, only to find her gone—then returns to the girl. By now the season is over, and in a mood of sadness the young lovers part for the year.

X-RAY: This is a mature drama, filled with vivid realism and insight well-paced and emotionally moving, it is endowed with superior acting performances, an outstanding fare for art and specialty houses. Based upon a story by Colette. Screen play by Claude Autant-Lara, Pierre Boot, and John Aurenche.

AD LINES: "Forbidden Thrills"; "Realism . . . As Only The French Can Show It"; "The Mastery Of Colette . . . In A Screen Achievement."

MISCELLANEOUS

Long John Silver

ADVENTURE
MELODRAMA
109M.

(DCA)
(CinemaScope)
(Print by Technicolor)
(Filmed in Australia)

ESTIMATE: Pirate yarn is well-made and has angles for selling.

CAST: Robert Newton, Connie Gilchrist, Kit Taylor, Lloyd Berrell, Grant Taylor, Rodney Taylor, Henry Gilbert, Harvey Adams, Muriel Steinbeck, John Brusskill, Harry Hambleton, Eric Reiman. Produced by Joseph Kaufman; directed by Byron Haskin.

STORY: Robert Newton (Long John Silver) and his crew of pirates are stranded without a ship in Porto Bello and he spends most of his time in a tavern owned by Connie Gilchrist, who is in love with Newton. When he learns that his long-time enemy, pirate Lloyd Berrell, has captured the governor's daughter and Kit Taylor, his young shipmate at Treasure Island, he offers to get back both hostages and the ranson money for Governor Harvey Adams. This he does by double crossing Berrell. Adams offers him a pardon and money but refuses to let him have Taylor as a cabin boy on a ship, instead intending to send the lad back to England. Newton needs the medallion Taylor wears around his neck to find a fabulous treasure on Treasure Island. They try to take over a commercial vessel on which Taylor is returning to England but the tables are turned by the forewarned captain and crew. They are set ashore on a deserted island, only to find it the hideout of Berrell, whose boat they take. On Treasure Island, they run into blind Rodney Taylow and some men who try to kill Newton and his crew. Newton surrenders to Berrell and is about to be killed when his men use grenades made with pieces of gold to kill or drive off the Berrell pirates, with Berrell dying as well. The governor attends a celebration party for Newton, who intends to settle down to a respectable existence until he spots Gilchrist and a parson headed his way with marriage plans, whereupon he and young Taylor disappear.

X-RAY: There's lots of excitement and thrills in this pirate yarn that emerges as a fitting sequel to "Treasure Island," with two of the principal characters, Long John Silver and Jim Hawkins, continuing with the adventures in suitable fashion. Colorfully presented, the feature emerges as one that has good characterizations, direction, with interest in the yarn pretty much on high throughout. There are moments of suspense as well as some comedy, with the balance nicely maintained. It should do quite well boxofficewise given a little bit of selling and exploitation. Martin Rackin wrote the screen play.

AD LINES: "One Of The Greatest Pirates In History In A New And Thrilling Adventure"; "Suspense . . . Adventure . . . Treasure . . . Action . . . Thrills . . . In CinemaScope With 'Long John Silver' "; "The Clash Of Steel And The Roar Of Guns Follow 'Long John Silver' In His Latest Thrilling Adventure."

Wedding Night Frolics

BURLESQUE
66M.

(Union)

(Partly in color)

ESTIMATE: Fair burlesque entry.

CAST: Lili St. Cyr, Contessa Vera Richkova, others. Produced and directed by Willis Kent.

STORY: In revue format this has a western opening with cowboy song, girls in cowgirl suits; etc.; an acrobatic dancer and rope twirler; and a square dance. This is followed by a comedy skit; Contessa Vera Richkova, a French type singer, and a bit of interpretative dancing. An acrobatic toe dancer is next; an impersonator with a drunk, foreign waiter, and Negro band leader routine, then the Contessa again, this time in color film in an exotic dance, another skit in the burley tradition; and then, again in color, Lili St. Cyr in her bedroom strip routine.

X-RAY: This is a fair burley entry for the exploitation and specialty spots with a variety of miscellany numbers. Some of the material may have been around before, particularly St. Cyr's "Bedroom Fantasy" specialty, but the presence of color in some of the footage and the St. Cyr name may help where it plays.

AD LINES: "Big Time Burlesque Now On The Screen"; "Lili St. Cyr In Her Famous 'Bedroom Fantasy' In Color Plus Other Burlesque Hits"; "Every Seat A Front Seat At This Gala Burlesque."

The Short Parade

THREE REEL

Color Travel

SIAM. Buena Vista—People And Places. 32m. (Technicolor). Photographer Herbert Knapp has presented the Walt Disney staff with a wealth of material from which they were able to mold a highly fascinating subject about the country of Siam. Everyday people are seen in normal situations and carrying out their daily tasks. The rainy season and its effects; the planting, growth, and processing of rice, religious ceremonies; native dances, a unique form of boxing in the ring; the making and decorating of parasols; the elephant and his work; life in capital, Bangkok, and its canals, and an average family living in a teakwood sampan are followed around the city with its vendors in boats, a cat fight, the ceremonies surrounding the death of a king, and the crowning of his successor. EXCELLENT.

TWO REEL

CinemaScope Color Topical

THE SUPERSONIC AGE. 20th-Fox—Movietone CinemaScope Special. (Eastman Color). 14m. A trip to England for an aerial survey of the airport at Farnborough and the annual display staged there by the Society of British Aircraft Constructors. The latest advances in aeronautical science are seen as the newest of British aircraft flash across the huge canvas displaying their vast speed and power. GOOD. (7505).

Comedy

FLING IN THE RING. Columbia—Stooge Comedies. 15½m. The Three Stooges, serving as the trainers of a fighter owned by a racketeer, place money on their man for the big fight. They learn that the racketeer has decided the fighter must lose. They get the opponent into a brawl, causing him to break a hand. The fight is called off and the racketeer orders the Stooges taken for a ride. But they outwit their captors and overpower them to end up triumphant. FAIR. (7404).

Novelty

THE QUEEN'S COLOURS. McDonald. 17m. Bedecked with regal splendor, the queen of England passes in review sur-

rounded by her honor guard in their formal attire. Her subjects line the streets to pay homage to the queen on her birthday. From the rolling hills and the silent lakes to the sea, all Britain gives tribute this day, and the soldiers parade down the noisy London streets and the mud roads of Korea. The royal flags are bowed beside Buckingham Palace. A good subject for art and specialty spots. EXCELLENT.

Color Sport

WHERE WINTER IS KING. Warners—Technicolor Special. 17m. In East Tyrol, sleighs race across the snow while watchers are dressed in picturesque costumes. Skijoring involves skiers being pulled by fast moving horses or mechanized horsepower. At Innsbrook, ski lifts climb to the tops of mountains. At Seefeld, ice skating is seen. Youngsters perform at St. Anton Ski School, while at St. Johann expert skiing takes place. The "fishing" season arrives in the Tyrol, with participants bedecked in masks and costumes. At Hahnenkamm Cafe, skiers entertain guests and costumed dancers, and at Kitzbuhel, ski school instructors perform. GOOD. (2004).

ONE REEL

CinemaScope Color Cartoons

PET PEVE. MGM—Tom and Jerry Technicolor CinemaScope Cartoon. 7m. The owners of Tom and Jerry decide it is too costly to keep them in food if a dog also has to be kept around the house. First it is the dog who is nixed, then Tom the cat, with Jerry staying on as the ultimate solution because of his small quota of cheese consumption, as against the enormous stomachs of the other four-legged animals. FAIR. (C-631).

SOUTHBOUND DUCKLING. MGM—Color Cartoon. CinemaScope. 7m. A poor duckling tries hard to find ways and means to fly to Florida to no avail, until Jerry comes to his aid with a plane. Jerry joins the little duck after trying to get him off under his own steam, and who should they find on Miami shores but Tom. GOOD.

CinemaScope Color Novelty

EL TORO. 20th-Fox—Movietone CinemaScope Special (Eastman Color). 9m. Spain and its centuries old sport of bullfighting are seen. Toro is as different from a domestic bull as is a tiger from a pussy cat. He's born to fight, bred to kill. The camera captures El Toro exploding into an arena meeting the Torero who demonstrates his mastery with risky passes of the cape. FAIR. (7423).

FIFTH AVENUE TO FUJIYAMA. 20th-Fox—CinemaScope Specials. Color. 10m. From Fifth Avenue in New York City, the CinemaScope camera takes a plane ride over Alaska and some breathtaking scenery. After a brief stop at Anchorage and a quick look at the city, the plane is Tokyo bound where the camera sees all and notes especially the American influence via clothes, buildings, etc., as well as the shrines, temples, and ceremonial dances of the inhabitants. GOOD. (7504).

Color Cartoons

CATNIPPED. Columbia—Color Favorites Reissues. 7½m. When first reviewed in THE SERVISECTION of January, 1946, it was said, "A cat goes after a canary, whom he let out of his cage, but doesn't get the bird. When the dog of the house steps in, the cat is ready for some medical attention. The reel winds up with the canary giving a transfusion to the cat, and the latter commencing to chirp like a bird. GOOD." (7607).

NO IFS, ANDS OR BUTTS. Paramount—Noveltoon. 6m. A cat, frightened by continuous warnings against the dangers of cigarettes, consults a remedy book which suggests eating a crow meat salad to cure the smoking habit. Buzzy, the crow, suddenly appears and the cat makes a grab for the bird, who evades his pursuer. However, when Buzzy is cornered, he talks the cat into trying a milder smoke which proves to be a stick of dynamite that explodes. GOOD. (P14-2).

RAIL-RODENTS. Paramount—Herman and Katnip Cartoons. 7m. Some mice, headed by Herman, are aboard a streamliner headed for Florida. Katnip is after the mice every second, chasing them through the mail car and the baggage compartment. Herman utilizes every mechanical device near him to corner the cat, and finally, with the help of some surplus war material, Katnip is shot into space and lands at the North Pole where he is frozen stiff. GOOD. (H14-1).

Comedy

SO YOU DON'T TRUST YOUR WIFE. Warners—Joe McDoakes. 10m. Alice queries Joe as to whether his insurance is paid up. From then on everything she does Joe suspects is a plot to murder him. Joe quakes when he hears Alice discussing the ax with the handyman; when she orders a shotgun for his birthday; when he finds a box of rat poison; when she attempts to rub his neck. Result, Joe is committed to a sanitarium for hallucinations. FAIR. (2403).

Novelty

HOW TO WIN AT THE RACES. Paramount—Pacemaker. 11m. A know-it all guy and a dumb doll place bets at the races. He bases his picks on the horse's past performances and their jockeys, what the entries do in the walking ring, and on tips he receives. She selects the horses with the prettiest tails and those with the cutest names. The doll wins every time, and bets on three horses to win the last race, which they do in a photo-finish. FAIR. (K14-2).

JUST THE BEAR FACTS, MA'AM. Paramount—Topper. 9m. This short presents a variety of frisky bears cavorting in their natural habitat. Brown bear cubs of Alaska get into mischief with a squirting hose and other household equipment. In Australia, Koala bears have fun climbing eucalyptus trees. Polar bears are seen getting involved with pots, pans, washtubs, and food. FAIR. (M14-3).

KILLERS AT BAY. Paramount—Toppers. 10m. Africa is the locale for scenes in which the hunters overcome the dangerous elephant. A herd of tame elephants aids man in capturing the wild pachyderm. In California, an alligator is seen tusseling with a lady. A chase in Arizona cattle country finds a mountain lion being pursued. The lion has just made a meal of a sheep dog. The ranchers have set their hounds after him. The cat moves through the forest but is finally caught. GOOD. (M14-2).

THE MAN AROUND THE HOUSE. MGM—Pete Smith Specialty. 9m. With Dave O'Brien as the foil, nothing seems to go right with the man around the house. He has ideas of improving conditions, but everything he does or touches seems to backfire to his ill fate. FAIR.

PENNIES FROM HOLLYWOOD. Columbia—Screen Snapshots. 10m. George Burns is Ralph Staub's guest master of ceremonies for this Screen Snapshots. They talk over intimate, off-stage shots of such Hollywood luminaries as Jack Benny, Irene Dunne, Louella Parsons, David Brian, Rocky Lane, and Gary Moore. FAIR. (7855).

Color Sports

SILVER BLADES. Warners—Sports Parade. 10m. Teen-agers in Vienna perform on the world's largest rink. A costume skating party takes place during the festival. Following this, we see stars of the ice revue practicing. Next we are shown scenes from the Vienna Ice Revue. Acrobatics and a pageant highlight the revue on ice skates. This is in Warner-Color. GOOD. (2504).

Sports

BOYHOOD THRILLS. Paramount—Grantland Rice Sportlight. 9m. Youngsters, fascinated by a giant locomotive, help its engineer to grease it up. At a Montana ranch, boys ride horses into the hills. hunt wild life, and stalk moose. Returning, they discover a bear attempting to invade their camp. A group of boys dive into a river from a small raft, to catch turtles. Youngsters thrill at the chance to feed wild animals at a circus and ride atop the elephants' backs. GOOD. (R14-4).

THE PIKE'S PEAK ARENA. Paramount—Grantland Rice Sportlight. 9m. Colorado Springs, besides being a paradise for sports lovers, is also the site chosen for the U. S. Air Force Academy. A sporting attraction of the Pike's Peak arena is the rink, on which world's champion skater Hayes Jenkins does a few jumps and figures. Expert diving, swimming, and golfing are also seen. The Garden of the Gods, adjacent to Pike's Peak, is lined with equestrian trails. Riders wind up their day with a barbecue and observe jets flying over the Air Academy. FAIR. (R14-5).

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THIS IS YOUR ARMY—55m.—Movietone News-U. S. Army 3893
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THREE RING CIRCUS—104m.—Paramount 3862
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TIMBERJACK—94m.—Republic 3915
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U

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W

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WOMEN'S PRISON—80m.—Columbia 3914
WOMAN'S WORLD—94m.—20th-Fox 3846

Y

YELLOW MOUNTAIN, THE—78m.—U-I 3878
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871
YOUNG AT HEART—117m.—Warners 3891

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**
Bowery To Bagdad Bowery Boys **Treasure of Ruby Hill** Z. Scott, C. Matthews, D. Foran	**The Violent Men** G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope) **The Bamboo Prison** R. Froncis, D. Foster **Mastersen Of Konsas** G. Montgomery, N. Gates (Technicolor)	**They Were So Young** S. Brady, R. Burr, J. Metz (Made in Germany) **The Silver Star** M. Windsor, B. Mackane, E. Buchanan, L. Chaney	**Bad Day At Black Rock** S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope) **Green Fire** S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	**The Bridges At Toko-Ri** W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	**The Americano** G. Ford, C. Romero, U. Theiss (Technicolor) **Trouble In Store** N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank) **Quest For the Lost City** D. and G. Lamb (Color)	**African Monhunt** M. Healey, K. Booth **Carolina Cannonball** J. Conova, R. Elliott, A. Clyde **The Square Ring** J. Warner, J. Collins, M. Red (English-made)	**Carmen Jones** D. Dandridge, H. Belafonte (Color by DeLuxe) (CinemaScope) **Prince Of Players** R. Burton, M. McNamara (Color) (CinemaScope) **Twelve O'Clock High** (Reissue)	**Black Tuesday** E. G. Robinson, P. Graves, J. Parker (Goldstein) **The Boochcomber** G. Johns, P. Newton (Technicolor) (Rank) **Bottle Taxi** S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	**So This Is Paris** T. Curtis, G. DeHaven, G. Nelson (Technicolor) **Destry** A. Murphy, M. Blanchard, L. Nelson (Technicolor) **West Of Zanzibar** A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	**Young At Heart** D. Doy, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)
FEBRUARY	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**
The Big Combo C. Wilde, R. Conte, J. Wallace **Diol Red O** B. Elliott, K. Larsen, H. Stanley **Murder Is My Beat** B. Payton, P. Langton	**Ten Wanted Men** R. Scott, J. Brando (Technicolor) **Women's Prison** I. Lupino, J. Sterling, C. Moore, H. Duff **Pirates Of Tripoli** P. Henreid, P. Medina (Technicolor)	**Thunder Over Zangolond** J. Hall, M. Lord	**Many Rivers To Cross** R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope) **Jupiter's Darling** E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	**Mambo** S. Mangano, S. Winters, V. Gassman (Made in Italy) **The Conquest Of Space** E. Fleming, W. Redfield, G. Johnson (Technicolor)	**Underwater!** J. Russell, R. Egan G. Roland (Technicolor) (Superscope) **Tarzan's Hidden Jungle** G. Scott, V. Miles	**Doctor In The House** D. Bogarde, M. Pavlow (Technicolor) (English-made) **Timberjack** S. Hayden, V. Ralston, D. Brian (Trucolor)	**White Feather** R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope) **The Racers** K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope) **Belle Starr's Daughter** **Dakota Lil** (Reissue)	**Sabaka** B. Karloff, N. Marcel, J. Forey (Technicolor) (Made in India) (Ferrin) **Canyon Crossroads** R. Basehart, P. Kirk, S. Elliott (Joyce-Werker) **The Good Die Young** L. Harvey, G. Grahame, R. Basehart (Remus)	**The Far Country** J. Stewart, R. Ramon, C. Colvet (Technicolor) **Six Bridges To Cross** T. Curtis, J. Adams, G. Nader **Abbott and Costello Meet The Keystone Kops** B. Abbott, L. Costello	**The Silver Chalice** V. Maye, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope) **Unchained** E. Hirsch, B. Hale C. Morris
MARCH	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**
Seven Angry Men R. Mossey, D. Paget, J. Hunter **The Big Tip Off** C. Wilde, R. Conte, J. Wallace		**The Gloss Tomb** J. Ireland (Made in England)	**Hit The Deck** J. Powell, D. Reynolds, V. Damone (Color) (CinemaScope) **Blackbeord Jungle** G. Ford, A. Francis, L. Calhern **Anchors Aweigh** (Reissue)	**The Country Girl** B. Crosby, G. Kelly, W. Holden **Ulysses** K. Douglas, S. Mangano, A. Quinn (Technicolor) (Made in Europe)	**Escape To Burma** B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)	**The Eternal Sea** S. Hayden, A. Smith, D. Jagger (Made in Hawaii)	**Untamed** T. Power, S. Hayward, R. Egan (Color) (CinemaScope) **A Man Called Peter** J. Peters, R. Todd, G. Esmond (Color) (CinemaScope) **Our Girl Friday** J. Collins, K. Moore, G. Cole (Color)		**Captain Lightfoot** R. Hudson, B. Rush (Technicolor) (CinemaScope) (Made in Ireland) **Smoke Signal** D. Andrews, P. Laurie (Technicolor) **Land Of Fury** J. Hawkins, G. Johns (Eastmon color) (Made in New Zealand) (Rank)	**Battle Cry** A. Ray, M. Freeman, V. Heflin (WarnerColor) (CinemaScope) **New York Confidential** B. Crawford, A. Bancroft, R. Conte

OBSERVATIONS
Feb. 12—Lincoln's Birthday
Feb. 14—Valentine's Day
Feb. 22—Washington's Birthday

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
FEBRUARY		6	14	22
MARCH	1-30	8	16	23

FILMAKERS
Feb.—Crashout—W. Bendix, A. Kennedy, B. Michoels

BUENA VISTA
Jon.—20,000 Leagues Under The Sea



Sales is right! And your screen is your greatest selling medium . . . giving you an advantage other advertisers spend fortunes trying to achieve . . . 100% attention of your audience!

So exploit this "captive audience" of yours for all it's worth with trailers that sell your shows . . . herald your special events . . . ballyhoo your contests . . . and bring in extra revenue with merchant tie-ups. You'll find it's worth plenty!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

FEBRUARY 16, 1955 GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

IN TWO SECTIONS • THIS IS SECTION ONE



Seen is Ben Marcus, National Allied past president, who declined to run for a second term and was succeeded last week at the national drive-in convention and board meeting in St. Louis by Ruben Shor.

Allied Board Okehs Regulation

(page 9)

"Strange Position Of Bingo"

(editorial)

AND FEATURING: STUDIO SURVEY

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

M-G-M's

"MANY RIVERS TO CROSS"



SHE'S THE MOST IMPATIENT MAIDEN IN THE VIRGIN WEST—BUT HE'S NOT THE MARRYING KIND.

She persuaded him to kiss her and she never let him forget it. The howling story of how she got her man is a feast for the fans!

IT SHAKES YOUR SIDES LIKE "SEVEN BRIDES"!

M-G-M's got a very funny comedy that's started off with a bang in its New Haven Premiere and promises to do the same everywhere. It's a big outdoor comedy filmed in CinemaScope and Color that you can sell to a fare-thee-well for the kind of bold, blushing laughs that paid off so well on "Seven Brides For Seven Brothers." Here's a great Cast, too!

Starring

ROBERT TAYLOR
ELEANOR PARKER

ROARING, ROWDY AND RICH IN

CINEMASCOPE

and COLOR

With

VICTOR McLAGLEN · RUSS TAMBLYN · JEFF RICHARDS · JAMES ARNESS

Screen Play by

HARRY BROWN and GUY TROSPER

Based On a Story by Steve Frazee

Photographed in EASTMAN COLOR

Directed by ROY ROWLAND · Produced by JACK CUMMINGS

(AVAILABLE IN MAGNETIC STEREOPHONIC, PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

THERE'S NEW STORY

PARAMOUNT'S SUCCESS STORY FOR '54-'55

REAR WINDOW
Technicolor

It set new highs in Hitchcock grosses and Hitchcock thrills

White Christmas
VistaVision-Technicolor

The top money-maker of 1954 is even bigger in 1955

Sabrina

Its three Academy Award stars awarded exhibitors with big pay-off



Exciting "Pages" Ahead

INCLUDE

MAMBO · CONQUEST OF SPACE

The picture with the boxoffice beat

With a Paramount presell out of this world

ASSIGNMENT CHILDREN · RUN FOR COVE

Danny Kaye as Fun Ambassador for the U. N.

Cagney, VistaVision and Western thrills

R BEEN A BOXOFFICE
IKE IT!

The Bridges at Toko-ri

Technicolor

4th terrific week at Radio City Music Hall and across he country matching that ecord-shattering "Shane"! aramount's powerful sell- g is reinforced by rave views and enthusiastic rd-of-mouth that are oming first run business l preparing a bonanza subsequent dates.

THE COUNTRY GIRL

The dating rush is on – for late February and early March – to cash in at the floodtide of top honors! Washington, Chicago, Philadelphia now registering sensational business – paced to the same record profits of New York and Los Angeles where it's now in its 9th and 8th smash weeks!



Setting a roaring boxoffice pace everywhere!



THE RACERS

from 20th Century-Fox in CINEMASCOPE Color by DE LUXE

STARRING

KIRK DOUGLAS · BELLA DARVI · GILBERT ROLAND

also starring

CESAR ROMERO · LEE J. COBB · KATY JURADO

PRODUCED BY **JULIAN BLAUSTEIN** · DIRECTED BY **HENRY HATHWAY** · SCREEN PLAY BY **CHARLES KAUFMAN**



...and IT'LL BE A BIG WINNER FOR YOU! DATE IT NOW!

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

FEBRUARY 16, 1955
VOLUME 53 NUMBER 16

THE STRANGE POSITION OF "BINGO"

When we were small and trying hard to learn the basic principles of law and order and good citizenship from our parents, our clergymen, and our school teachers, it seemed to us, that there were definite lines between bad and good, and that the two were as easy to recognize as black and white. Gambling, for example, was positively wrong and black as black could be; and we even remember the day that the "paddy wagon" backed up to a social club in our neighborhood and took away six hard working parents who had the temerity to spend a holiday afternoon in a game of "5-and-10-stud." Morality was a basic and positive thing!

But, as we grew older we couldn't help but notice that black came in a lot of different shades, and bad things were not always bad. Take gambling, for example.

Gambling on cards, on dice, and on the spin of the fruit in a "one-armed bandit" is illegal in each of some 47 states and the District of Columbia, but in the state of Nevada such gambling is the major industry and empty pockets, the principal export, with the state government sitting in on a share of the take, so therefore it is legal.

In most other states it is completely illegal, and you are subject to arrest and imprisonment if you are caught putting a $2 bet on the nose of a nag, even though "the book" is completely amateur and non-racket. But if you can get a syndicate together and spend $5,000,000 on a pari-mutual track, many of those same states will let you take in $1,000,000 or better a day in bets, and charge an admission, if you will just cut the state in for a share "off the top."

And so it goes through a whole series of grays, dictated mainly by political expediency and indicating pretty conclusively that political expediency has no conscience.

So now comes Bingo!

Years ago, when thousands of theatres tried to survive the great depression by introducing Bingo and Bank Night, under dozens of different names, as an added attraction and without any charge other than the basic admission, raids were made and fines and arrests were threatened. Even when theatres offered to let non-admission-paying players participate on the sidewalk where special loud speakers were installed, and enter without charge to collect any prizes they won, they were denied permission. Legal interpretations were recorded, and Bingo was a very black evil indeed!

Through the intervening years, however illegally but quietly, Bingo has supported many a church and volunteer fire company. Able to satisfy consciences that the end justified the means, and with sufficient local influences to have constituted authority turn its back, such operations were furtively conducted.

But now Bingo for church, civic, fraternal, charitable, or educational purposes is going to be legalized. New Jersey passed such a law nearly a year ago, and similar laws are pending in a dozen or more state capitals. Tax free, of course!

Over in New Jersey, Arthur A. Weller, the $10,000 a year executive of the Legalized Games of Chance Commission, states that where about 1000 games of Bingo had been played per year, they are now running at the rate of about 16,700 per year. Raffles or lotteries are up, too, and about the only thing good they can find to say for it is that gangster elements have not yet moved in.

So there is some new competition for the amusement dollar, and it isn't very wholesome competition either. Bingo players are preponderantly the poor or the lower middle class looking for a fast buck, and it is possible for mama at one sitting to lose the family's amusement dollars for a month, and sometimes some of the food.

And once again black is not black, but by association with clergymen, firemen, and others has become a grayish white. We suppose it all depends on the perspective, however, for we note that at least some clergymen still think it is black.

BROTHERHOOD WEEK

There is a certain date, important to each and every one of us, that we shouldn't forget. Brotherhood Week is scheduled this year for February 20 through February 27.

Let's back it up with cash!

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Distribution

Mike Simons announces that Coca-Cola will sponsor all future luncheons of MGM Ticket Selling Workshops (page 10).

20th-Fox's top executives map sales plans for new films (page 21).

Exhibition

Loew's wins permission to acquire Illinois drive-in, first outdoor house in the circuit (page 10).

International

Canadian exhibitors are playing more films of the National Film Board, a report shows; some big names are added to the Famous Players' organization 25 Year Club; Rank adds to his theatre holdings in Ireland; and Joseph Tushinsky demonstrates Superscope in Mexico (page 11).

Legal

The Supreme Court begins hearing the appeal of Independent Poster Exchange against National Screen Service (page 10).

A Hollywood Federal Court officially adds COMPO, Allied, and four other exhibitor groups as co-conspirators in the 16mm. suit (page 10).

Times Films takes fight against Maryland censorship of "The Game Of Love" to the courts (page 18).

Schine defense asks dismissal of contempt suit (page 20).

Legislative

The Justice Department rejects SCTOA's formal charges that larger circuits were monopolistic in efforts to acquire new properties despite consent decrees (page 10).

Mel Konecoff

Weekly wanderings take a reporter to interview Bert Friedlob, producer of 20th-Fox's "Untamed"; some kind words for the press preview of "Cinerama Holiday"; lots of pretty gals in bathing suits; the UN welcomes Danny Kaye's "Assignment Children"; and other metropolitan doings are duly recorded (pages 8 and 18).

Organizations

Allied approves Emergency Defense Committee recommendation that the group press for industry regulation by the government; Ruben Shor succeeds Ben Marcus as president at the St. Louis board meeting and convention; and the organization's plan for entering the equipment field is tabled (pages 6 and 20).

Production

20th-Fox plans to enter the field of TV production (page 20).

Technical

Herman Levy, TOA general counsel, warns a Hartford, Conn., ad club of the dangers inherent in toll-TV (page 10).



Charles Smadja, recently elected vice-president of United Artists in charge of European production, has been active in the industry since 1931. In addition to supervising production for UA in France, Germany, Italy, and Spain, he will continue to handle European distribution of the company's releases.

NEW YORK
By Mel Konecoff

PRODUCTION NOTES: Our wanderings last week included a stop at the Hampshire House apartment occupied by Bert Friedlob, in town briefly to arrange for background shooting on his forthcoming production as well as to promote his next release through 20th Century-Fox, "Untamed," an epic about Africa in CinemaScope with Susan Hayward, Tyrone Power, and Richard Egan.



KONECOFF

His next will be "The News Is Made At Night" and is a newspaper type yarn set in New York, in CinemaScope and color, possibly for 20th-Fox. The screen play has been written by Casey Robinson who is also a partner in the project with Friedlob. Two other properties in work for the not-too-distant future are "Maracaibo," a yarn about oil in Venezuela, and "Seven Nights In Paris," which will be shot there (Sacre Bleu). No release or film process has been set for either of these.

Friedlob expressed confidence in the future of the theatre end of the industry by stating that if it were to come to a choice between theatre distribution of his films or showing same via toll-TV, he would rather stick to the 14,000 theatres, which can get maximum returns today for producers whereas toll-TV has yet to be proven.

This doesn't mean that he's not selling his old films to TV. Two of his oldies. "Fireball" and "A Millionaire For Cristy," are being sold to TV in some areas, and he expects to net between 75 and 100 thousand dollars over a period of a few years from this maneuver.

"Untamed," which is booked for a run at the Roxy starting approximately March 11, cost about $3,700,000 and has taken about two years of work to complete. He owned the property originally, but Fox took it over completely and he now owns a piece of it. Following the present-day trend, the film runs about two hours and he expects that it will be played off so that it will get the maximum in attention. He paid tribute to Fox as a distributor, stating that he was well satisfied with the way that company has handled his product in the past.

Other tidbits dropped by Friedlob included the opinions that the public wants intelligent stories but not arty ones. . . . there's a great deal of trouble in casting films properly . . . "The Star," with Bette Davis, has grossed $1,750,000 to date with the cost coming to $675,000 . . . Financing for indies is easy with the proper property and cast or at least he's always found it so . . . Dick Egan will emerge a star as a result of his work in "Untamed."

CINERAMA HOLIDAY: Next on our calendar was a stop at the Warner for a press preview of the new "Cinerama Holiday," and all we can say is that it's still pretty wonderful entertainment with some parts being better than others just as in "This Is Cinerama." The latter, incidentally, played over 122 weeks and was seen by 2,471,538 people over that period on Broadway with a total gross of $4,707,688, to say nothing about it proving a shot in the arm for the business generally with a quick switch to wide screens and CinemaScope. It was also a proven appeal for visitors to the big city.

(*Continued on page* 18)

BROADWAY GROSSES

(As of this Monday)

Blame The Snow

NEW YORK—Business in the Broadway first-run sector almost fell flat on its face over the week-end.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Battle Cry**" (Warners). Paramount dropped to $60,000 for the second week.

"**The Racers**" (20th-Fox). Roxy was down to $9,874 for Friday through Sunday, with the last five days of the second week anticipated at only $14,800.

"**The Bridges At Toko-Ri**" (Paramount). Radio City Music Hall fell to $74,000 for Thursday through Sunday, with the fourth and last week expected to hit $110,000.

"**The Country Girl**" (Paramount). Criterion continued good with the ninth week sure to hit $32,000.

"**Bad Day At Black Rock**" (MGM). Rivoli reported the second week dropping to $18,000.

"**The Far Country**" (U-I). Globe anticipated the opening week at $15,000.

"**Underwater**" (RKO). Mayfair looked toward a good $30,000 first week.

"**20,000 Leagues Under The Sea**" (Buena Vista-Disney). Astor claimed a good $32,000 for the eighth week.

"**Unchained**" (Warners). Victoria dropped to $9,000 for the third, and last, week.

"**Sign Of The Pagan**" (U-I). Loew's State expected the opening session to reach $25,000.

"**The Long Gray Line**" (Columbia). Capitol reported that the opening week should hit $65,000.

Allied Approves Appeal To Government

Hits High Film Rentals, Product Shortage; Wolff, Rembusch Rap Toll-TV Claims; COMPO Supported

ST. LOUIS—National Allied's board of directors through President Ben Marcus last week announced that it has directed the Emergency Defense Committee to seek the introduction into and passage by Congress of a bill to regulate film prices which was approved by the delegates to Allied's 1954 national convention in Milwaukee.

The interim report of the Emergency Defense Committee based upon a survey made in mid-September was fully considered. The board's decision to seek legislative relief was arrived at reluctantly and in the conviction that all other measures for preserving the theatres have failed and that as of this date no alternative to legislation action is in sight. It is the belief of the Allied leaders that the interest and sympathy of Congress can be gained because the crisis that has arisen in the motion picture industry does not involve merely a dispute between the distributors and the exhibitors over the price of film. It involves arbitrary curtailment of production and the creation of a starved market which enables the film companies to impose upon the theatres film rentals so exorbitant and conditions of license so onerous as to threaten the forced closing of upwards of 5,200 sub-run and small town theatres, with resultant loss to American economy from the destruction of investments and unemployment.

Allied's board considering the Wilbur Snaper report on COMPO gave its approval to all of the actions of COMPO up to this time and indicated that it will continue to support that organization. But it took the position that COMPO in the field of public relations should take a positive stand in support of the fight against toll-TV, regardless of the adverse position taken by its distributor members. It was decided that the Allied representatives on COMPO must insist that it exercise rigid economies in its administration and that the funds in the COMPO treasury be so budgeted, if possible, so that it can cover the entire cost of the audience poll campaign without any additional assessment on the exhibitors.

The Allied board also adopted a resolution that COMPO shall not sanction in its regional units, such as the one in Texas and the new one planned for the Rocky Mountain area, trade practice activities that infringe on the proper functions of Allied and TOA regional units.

The meeting also approved the position of the Southern California Theatre Association with regards to the acquisition of drive-ins by the major theatre chains, and the view was expressed that the Department of Justice should take a firm stand in opposition to any such attempt to get around the consent decree that curtailed the theatre-owning activities of the defendant film companies and their theatrical affiliates.

Marcus Asks Tabling Of Allied Equipment Plan

ST. LOUIS—In a letter to the board of Allied States, Ben Marcus, president, recommended last week that Allied's plan to enter the sound and other equipment manufacturing fields be tabled.

Marcus, who had been appointed a committee of one by the board to investigate the feasibility of the organization's entering upon this activity, reported that in his opinion, a free and competitive market had been established in sound and other equipment during the last few months, and that the necessity of Allied's action no longer existed. He called upon the board, however, to maintain a standing committee to "protect the exhibitor interests if ever again any distributor or manufacturer of motion pictures attempts to impose economic strangulation upon exhibition."

The letter pointed out that 20th-Fox no longer required stereophonic sound with the installation of CinemaScope, and that the prices of anamorphic lenses have fallen to $395 a pair. Marcus believes that the threat that Allied would enter the manufacturing field "is greatly responsible for the changes that have since taken place in the sale and price of this equipment."

The opening session of the second annual National Allied drive-in convention took a firm stand against toll-TV, heading off with the talks by Trueman Rembusch, formerly Allied president and co-chairman, joint committee on toll-TV, and public relations director Wolff on that currently red hot topic.

Later in the day the meeting divided into clinics for the smaller drive-ins and another for those in the larger situations.

A. B. Jefferis, Piedmont, Mo., president, Mid-Central Allied Independent Theatre Owners, and drive-in convention planning committee chairman, presided as the first session started. Seated at the head table were Norman Bialek, Westport, Conn.; Benjamin N. Berger, Minneapolis; Rabbi Samuel Thurman, United Hebrew Temple, St. Louis, who gave the invocation; Marcus; Jefferis, Charlie Bourdelais, Atlanta, national theatre representative, Coca-Cola Company, host at the luncheon

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Ruben Shor Succeeds Marcus As President; Lichtman Told Way Is Still Clear For All-Industry Roundtable Talks

ST. LOUIS—Ruben Shor, Cincinnati, treasurer, Allied States Association, was elected by the National Allied board to the presidency last week, succeeding Ben Marcus, Milwaukee, who had declined to accept re-election for another year. Marcus continues as a director.

Other officers named are general counsel and chairman of the board, Abram F. Myers, Washington; secretary, Julius Gordon, Beaumont, Tex.; recording secretary, Bill Carroll, Indianapolis; and treasurer, Irving Dollinger, Linden, N. J.

Named to the caravan committee were Leo Jones, Upper Sandusky; Trueman T. Rembusch, Franklin, Ind.; Elmer Huhnke, Omaha; and Fred Harpst, Kansas City.

Retiring President Marcus was named to the group of Allied representatives on the COMPO executive committee to succeed Lew Whisper, Dallas, while Leon Bach, Baltimore, Md., takes the place of the late Lauritz Garman, Denver. Continuing on that committee are Rembusch, H. A. Cole, Nathan Yamins, Boston; Wilbur Snaper, New Jersey; Benjamin N. Berger, Minneapolis; and Abe Berenson, New Orleans.

The door was swung wide open for distributors and producers to avoid the necessity for National Allied to go through with its scheduled plan to seek Congressional legislation to legalize film rentals and, in effect, placed the film industry in the category of a public utility, with its operations controlled in many ways by the federal government on the basis that it operates in interstate commerce.

Al Lichtman, 20th-Fox vice-president, called Ben Marcus by long distance telephone, after he had learned of the action taken by the Allied board directing its Emergency Defense Committee to proceed with the plans to seek Congressional action for federal control of film rentals, etc.

Lichtman asked if this board action would kill the proposed plan for roundtable discussions at the top level between authorized spokesmen for the distributor-producers and exhibitors to seek a final solution for the industry's film rentals and clearance problems.

Marcus said that he advised Lichtman that "we definitely are willing and ready to sit down to discuss film rentals and clearance with responsible spokesmen for the film companies who have the authority to make the final decisions for the solutions of such problems."

He added that he was sincerely hopeful that such conferences might be possible without delay, since such a solution of the industry's problems at the conference table would then eliminate the necessity of going to Congress for legislative relief. Marcus said the delay in working out a plan for arbitration that had been previously advanced by Lichtman as the reason

(*Continued on* page 20)

Federal Court Adds COMPO, Exhib Groups To 16mm. Anti-Trust Suit

HOLLYWOOD—Federal Judge Harry C. Westover over-rode all defense objections last week and added COMPO, Allied, and four other exhibitor units as co-conspirators in the government's 16mm. anti-trust suit.

The other four named as co-conspirators are Southern California Theatre Owners Association; The Metropolitan Motion Picture Theatre Owners Association and the Independent Theatre Owners Association, both of New York; and the Pacific Coast Conference of Independent Theatre Owners, which is now out of existence.

The original suit was filed in July, 1952, and charges 12 producers and distributors with a conpiracy to prevent 16mm. feature films from being shown on television or at places competing with commercial theatres. At that time, Theatre Owners of America was the only exhibitor group named.

Defense counsel Homer I. Mitchell, representing three major studio defendants, warned the court that the naming of six co-conspirators would necessitate a postponement of the trial date, now set for Sept. 6.

Prosecuting attorney Samuel Flatow stated that the naming of the exhibitor groups as co-conspirators would not change their status at all as far as the trial was concerned, but merely make their records available for the court's scrutiny and would therefore speed up the case.

Loew's To Buy Drive-In

NEW YORK—Loew's Theatres last week won permission from the New York Federal Court to acquire the Twin-Oak Drive-In, Oak Lawn, Ill., thus becoming the first of the divorced circuits to win such approval.

John Murphy, vice-president in charge of out-of-town operations, said that the new acquisition did not indicate any expansion program, but he added that Loew's is now in a position to look into any interesting proposition.

The court noted that the consent decree allows the circuit to buy new theatres if such purchases will not unduly restrain competition.

Negotiations for the Twin-Oak Drive-In are expected to be completed next week. It will be the first drive-in in the Loew Circuit.

1,500 At Communion Breakfast

NEW YORK—Last week's fifth annual corporate Communion Breakfast for motion picture industry employes of the area was attended by approximately 1,500 persons.

The Most Reverend Joseph F. Flannelly, Auxiliary Bishop of New York and Rector of St. Patrick's Cathedral, celebrated the morning Mass, which was followed by breakfast at the Waldorf Astoria.

Toastmaster at the breakfast was Robert W. Coyne, executive director of COMPO, while the Right Reverend Monsignor John J. McClafferty, dean of Catholic University's School of Social Service, delivered the main address.

SCTOA Appeal Rejected By Justice Department

WASHINGTON—Justice Department spokesmen last week rejected the formal charges of the Southern California Theatre Owners Association that monopoly existed in the drive-in field despite the recent consent decrees obtained by the government.

Pointing out that the SCTOA complaint named no names and cited no specific instances, the Department of Justice said that no special investigation was necessary, as it was constantly watching the compliance with the consent decree. The Department noted that four out of five companies had complied with the decree, and that only one company had made application for a new theatre.

Coca-Cola Sponsors MGM Workshops

RICHMOND, VA.—All future luncheons at MGM's Ticket Selling Workshops will be sponsored by Coca-Cola, it was jointly announced by Mike Simons, customer relations director for the film company, and Charles Bourdelais, Coca-Cola national theatres and entertainment representative, at last week's Workshop in session at the Jefferson Hotel here. The local get-together of exhibitors is the seventh in MGM's program of 24 scheduled until mid-June.

Including last week, Coca-Cola will have paid the lunch tab on three ticket selling get-togethers conducted under the joint leadership of Simons and Emery Austin, exploitation head for MGM. Of the 17 more sessions planned, 14 are definitely dated, the next being slated for Feb. 22 at the Statler Hotel, Detroit.

The total attendance at the seven Workshops aggregates close to 2,000. Speakers, in addition to MGM home office executives, included Bob and Melba Walker, Uintah, Fruita, Colo.; Al Reynolds, general manager, Claude Ezell and Associates, operating a chain of drive-ins in Texas; Bernie Hickey, newly appointed publicity and advertising head, Shea Theatres; and William Filer, commercial manager, WRTV, Richmond.

High Court Hears Poster Suit

WASHINGTON—Defending attorney Louis Nizer told the Supreme Court last week that the suit brought against National Screen Service by the Independent Poster Exchange is the same charge that was settled by a consent decree in 1942 and should be thrown out of court.

Francis Anderson, attorney for the plaintiffs, argued that the new suit took up where the old left off, and that the court had not had any evidence presented to it in the first case, but Independent Poster had signed the first decree because it would otherwise have been forced to go out of business.

Levy Tells Ad Club Of Toll-TV Dangers

HARTFORD, CONN.—Herman M. Levy, general counsel, Theatre Owners of America, last week told a meeting of the Advertising Club of Hartford that the arguments used by the proponents of subscription television were "misleading and fallacious."

He called the basic position of toll-TV advocates, that present commercial television is not really free, a foolhardy argument, pointing out that though television is recognized as one of the best advertising mediums, nobody is compelled by advertising to buy anything. He further noted that the 34 million families that have spent 51 million dollars for television in the past did so with the implied understanding of the Federal Communications Commission, the manufacturers of television sets, and the advertisers on television that they would not have to pay a charge for the programs they were to see on their television sets.

Levy stated that if subscription television receives a grant of a channel from the Federal Communications Commission, it will be getting permission to be a monopoly and to compete for the public's time, on the basis of that free grant. He pointed out that through the purchase of paid air carrier service or the use of wires, toll-TV could be put into effect immediately with no necessity to ask for permission from anybody. He further stated that toll-TV would create a preferred list of listeners, those who were willing to pay over $100 for the decoding device and a further coin charge.

Levy further claimed that the large amounts presently spent for television advertising would not be switched to other mediums if toll-TV blacks out commercial TV, and that the inevitable bad effect upon theatres would be reflected in the reduced sales of retailers who would not have people leaving their homes to see pictures.

Walsh Named For Heart Award

NEW YORK—Richard F. Walsh, president, International Alliance of Theatrical and Stage Employes, will be honored at the Second Annual Heart Award Dinner of the Variety Club of New York, Tent 35, on May 2, in the Waldorf-Astoria Hotel. The announcement was made jointly last week by Edward L. Fabian, chief barker, and William J. German, president, Variety Club Foundation to Combat Epilepsy.

"As long-time president of IATSE," the announcement said, "Dick Walsh has been a loyal friend to the entire motion picture industry. His unselfish aim has always been the greatest good for the greatest number and his long-range planning has been built upon an intelligent understanding of the needs of both employers and employes."

Tower Gets Astor Rights

SAN FRANCISCO—An agreement for Tower Pictures Company to distribute all Astor product in the San Francisco area was signed last week by R. M. Savini, Astor president, and Sam Sobel, head of Tower.

The International Scene

Canada

Canadian Exhibs Use More NFB Pictures

TORONTO—Films of the National Film Board continue to be increasingly used by Canadian exhibitors according to its annual report.

The report from the board showed that films produced by the NFB were booked 11,447 times into Canadian theatres, an increase of 2,102 over the previous years. The majority of the bookings, 7,659, was for the Canada Carries On series. The Eye Witness series was second with 3,368 bookings. Total bookings abroad came to 21,505, an increase of 33 per cent over the 1952-53 figure of 16,159.

Sales were $872,962, added to rentals and royalties of $130,795 and $7,751 of miscellaneous income, giving the board a total income of $1,011,508 during the fiscal year ended on March 31, 1954. The cost of operation of the board to the people of Canada was $1,986,020 from a little bit of arithmetic.

In actual production, 181 films of one reel or more were completed, compared to 143 in 1952-53. In addition, newsclips, trailers, and news stories brought the total to 251 films of all types compared to 214 the previous year. Twenty films were completed on contract by private firms, compared to 19 the year before. Thirty-two filmstrips were produced, compared to 90.

The total non-theatrical attendance in Canada was 14,084,322, compared to 13,250,227. Theatrical bookings abroad were 21,505, up 33 per cent from the previous year's 16,159. TV bookings abroad came to 2,019 compared to 1,799. The board produced 66 films for TV.

Canadian Comment

Some big names in the Famous Players organization were added to the 25 Year Club of the company recently, as four top executives received their pins at the Eastern Dinner of the club. The names included such personalities as John J. Fitzgibbons, president; Rube W. Bolstad, vice-president; Morris Stein, eastern manager; and James R. Nairn, head of public relations and advertising. Officiating at the induction ceremonies for Fitzgibbons was Norman Robertson, the company's legal counsel. Then Fitzgibbons officiated at the induction of the other members. Other executives brought into the club included a group from United Amusements Corporation, Montreal, made up of George Ganetakos, president; William G. Lester, second vice-president and general manager; W. H. Giles, son-in-law of Ganetakos and general supervisor; and W. H. Mannard, secretary-treasurer; with John G. Ganetakos, son of the president and first vice-president, absent. Robertson, in inducting Fitzgibbons, said, "We are all Canadians by birth or by choice. Those born here had no choice. John Fitzgibbons is one by choice." Rube Bolstad was described by Fitzgibbons as "an ornament



Ava Gardner, in London, at the completion of the first global star junket made in behalf of UA's "The Barefoot Contessa," recently received a silver tray inscribed with her itinerary from Monty Morton, right, UA managing director in Great Britain, as David Hanna, press representative who accompanied her on globe-girdling tour, looked on.

to the moving picture industry and a treasure to Famous Players," referring to Bolstad's prowess at company finances. Fitzgibbons also had praise for James R. Nairn. "Jimmy Nairn is one of the most beloved gentlemen, and I mean 'gentlemen' in the finest sense of the word, in Famous Players." He thanked Jim directly "for all the fine things you have done for all of us."

CINE CHATTER: In the Odeon Better Management Contest, leading the pack are Nicky Langston, manager, Capitol, Hamilton; Elliott Brown, manager, Odeon, Victoria; Vic Nowe, Odeon, Toronto; and Al Jenkins, manager, Vogue, Vancouver. Rialto, Edmonton, noses out the Hastings, Vancouver, attendance-wise, while confection-wise, Paradise, Toronto, slips past the McCarrthy, Belleville. In the over-all picture, the Rialto, Edmonton, leads, followed by the Hastings, Vancouver. . . . Portion of the upper front of the Perth Theatre Building, Perth, Ont., fell to the street with no one being hurt as the crash occurred on a Sunday morning when business was practically at a standstill. . . . Win Barron, editor and voice of Canadian Paramount News, estimated his work in connection with the newsreel and for the publicity department which he heads in Canada has entailed 1,000 trips to New York during the 10 years he has been on the job. . . . Jim Georgas, the well-known sports-member of the theatre family in Owen Sound, captured the first tournament championship of the season when he rolled up the highest total of points in a ski meet. . . . Mother of Gerald Hoyt, Maritime exhibitor, died in Saint John, N. B., recently. . . . Leonard Bishop, manager, Shea's, Toronto, was among those taking the stage in Simpson's Homemaker Show. . . . Visitor to Toronto was Richard Miles, Western Theatres, Ltd., executive of Winnipeg. . . . Leonard Brockington, president, Odeon Theatres of Canada, Ltd., was guest speaker at the Robert Burns Festival in Scotland. . . . Theatre section of the St. Michael's Hospital Campaign went over the top with a contribution of $25,000 from Famous Players Canadian Corporation and executives, being the first section to go over its goal. A personal donation of $5,000 each was made by J. J. Fitzgibbons and his wife and Rube Bolstad and his wife.

—HARRY ALLEN, JR.

England

J. Arthur Rank has announced the purchase of 11 theatres in North Ireland, mainly in the Belfast area. The theatres were bought from Irish Theatres, Limited, and are to be operated by a new company, Odeon, (northern Ireland), with George Ledge as managing director. The Rank organization is also restoring nine English houses bombed during the war and building three new theatres, two in Belfast, and one in Harlow, England. When the new theatres are completed, Rank's Circuit Management Association will have 542 theatres, with 450 equipped for CinemaScope or wide-screen.

In London, with Wolfe Cohen, president, Warners International Corporation, in attendance, the Great Britain 1955 sales convention ended in Warner House. Arthur Abeles, Jr., in charge of the Warner interests in the British Isles, planned the three-day meetings attended by Warner executives from England, Scotland, Wales, and Ireland. London home office executives joining Abeles include Louis Lewis, secretary; Carl Stack, sales manager; and Jack Francis and Robert Stannage, directors, respectively, of advertising and publicity. At the conclusion of the convention, Cohen left for business conferences in Paris and other European capitals.

In London, the announcement of MGM last week that it would discontinue the wide-screen versions on all of its product for foreign market after next Jan. 1 was expected to spur the installation of anamorphic equipment in those British theatres without it. The large circuits in Britain, J. Arthur Rank, Esoldo, Granada, and Associated British Cinemas all claimed that their remaining houses not equipped with CinemaScope would be so by the end of the year, but a strong reaction was expected from the smaller independent theatres. Up to 75 per cent of the theatres here are equipped for a 1.75 to 1 ratio and a recent technical survey showed that these houses are best suited to that ratio or something near it.

A Loew's office spokesman stated that they would not require the purchase of stereophonic sound in the world market, nor of any particular brand of screen or any other specific manufacturer.

Mexico

At the request of J. R. Grainger, president, RKO, Joseph Tushinsky was in Mexico City for conferences with Michael Havas, RKO sales supervisor for Latin America. Meetings were arranged with Mexican producers at Churubusco Studios and with leading exhibitors, at which Tushinsky was to explain and demonstrate the Superscope lens. The trip enabled Tushinsky to acquaint the Mexican film industry with the Superscope widescreen process in advance of playdates of RKO's first Superscope movie to play Latin America, Howard Hughes' "Underwater!"

EVERY WARNER

OUR ENTIRE HI

BEING OUT-GR

WARNER BROS.

"Battle

CINEMASCOPE · WAI

Salute to them all for a triumph to make our Industry pro

STARRING



VAN HEFLIN



ALDO RAY ☆ MONA FREEMAN ☆ NANCY OLSON ☆ JAMES WHITMO

ORIGINA

PICTURE IN

TORY IS NOW

SED BY



Cry"

II

OLOR · STEREOPHONIC SOUND

WB

AYMOND MASSEY ☆ TAB HUNTER ☆ DOROTHY MALONE ☆ ANNE FRANCIS

STEINER

SCREEN PLAY BY
LEON M. URIS
DIRECTED BY
RAOUL WALSH





Marcus Loew, at 36, decided to change his penny arcades into nickelodeons, and the public flocked to these early Loew's Theatres, where they found moderate priced entertainment including movie reels and a few acts of vaudeville. Seen at right is one of the earliest Loew's theatres.



Joseph R. Vogel,
president, Loew's Theatres, Inc.

Golden Days—Both Past And Future

ANY golden anniversary is a wonderful time for celebration, an excellent reason for a party, and no time to be alone. This applies to those lucky couples who have passed a half century mark as husband and wife, and, oddly enough, it applies also to something as seemingly impersonal as a corporation. When the two celebrants get together, happy two-somes and corporation, its an unusual event.

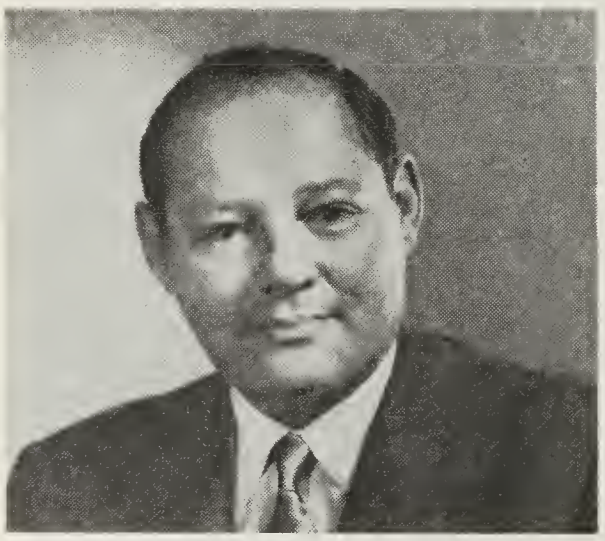
This all leads up to congratulating Loew's Theatres, founded more than five decades ago by the late Marcus Loew, on its Golden Jubilee. The most recent event in the observance saw 268 couples married more than 50 years celebrating at Loew's expense at a golden jubilee party.

The Jubilee began a while back as a motorcade comprised of floats representing the top Hollywood hits set to play Loew's houses took off from Times Square to visit all theatres in the circuit. Also prominently featured was a motion picture museum created by the George Eastman House, Rochester, N. Y.

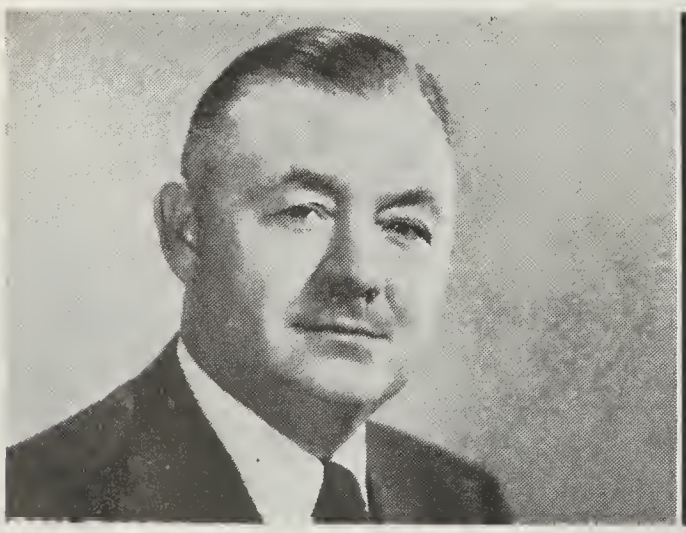
Under the direction of Ernest Emerling, Loew's advertising and publicity director, and his staff, an extensive promotional campaign stressing the fine quality of films set for release during the Jubilee period went into operation via newspapers, radio, television, theatre screens, and other media.

All Loew's houses were specially decorated for the festive birthday celebration and had on hand the traditional birthday cakes, ablaze with 50 candles. Keeping pace with the half-century story of the theatre circuit, the traveling museum traced the history of motion picture entertainment, with original projection equipment dating back to before the turn of the 20th century.

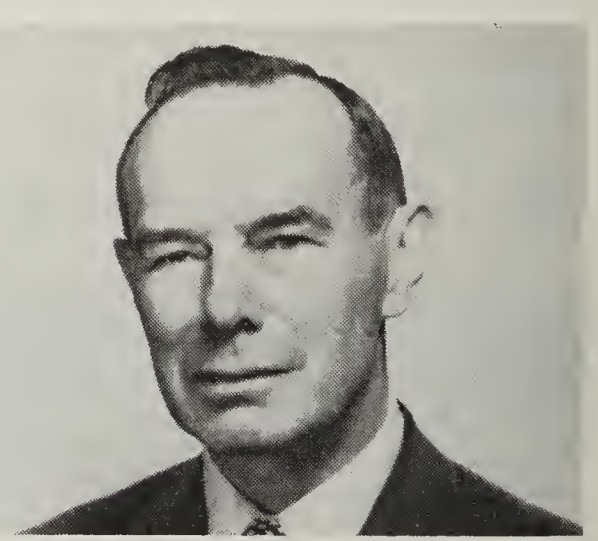
Here indeed is the culmination of 50 wonderful years in an industry whose greatest achievements are still to come. Led by executives of the calibre of Joseph R. Vogel, presidnt; vice-presidents Eugene Picker, John Murphy, Leopold Friedman, and Harold J. Cleary, and many others, Loew's Theatres, Inc., descendant of the nickelodeon, will certainly be on hand to contribute to and share in the industry's future successes as well as its past glories.



Eugene Picker,
vice-president heading New York operations.







Three more of Loew's vice-presidents, from left to right, are John Murphy, in charge of out of town theatre operations in the U. S. and Canada; Leopold Friedman, treasurer; and Harold J. Cleary, comptroller and also a director of the company, which is currently celebrating a "jubilee."



Three floats and the George Eastman equipped mobile Motion Picture Museum start a tour of New York to honor Loew's Golden Jubilee, celebrating the company's 50th anniversary. Pretty girls decorated the floats, which depicted top product due to play Loew's houses during celebration.



Mr. and Mrs. Charles Bowman re-enact their honeymoon of 50 years ago on a bicycle built for two at the Jubilee celebration.



The couples married the longest are Mr. and Mrs. H. Goldsmith, 61 years; Mr. and Mrs. C. Taylor, 63 years; and Mr. and Mrs. F. Herhammer, 59 years.



Grandpa's Diaper Derby features competitors Karl Rusche, Irvin Moss and Sam Forman as Loew's hosted those married 50 years or more.



An old-fashioned jig by actor Pat Rooney, Mrs. Belle Bloom, M. C. Joey Adams and Mrs. Frank Simon liven up the party for oldsters.



Two of the colorful floats and their attractive riders are seen, while, in the center, Times Square crowds pour into the museum trailer equipped by the George Eastman House of Rachester for the celebration. The event is gathering a considerable amount of public interest.



HERBERT J. YATES
presents

Filmed in Rugged Montana
IN GORGEOUS
TRUCOLOR
BY CONSOLIDATED

TIMBE

starring **STERLING HAYDEN · VER**

and ADOLPHE MENJOU · HOA

Screenplay by ALLEN RIVKIN • Direct

CONTACT YOUR REPUBLIC EXCHANGE FOR

NTURE AND ACTION!

RJACK

ALSTON · DAVID BRIAN

ARMICHAEL · CHILL WILLS

. KANE • A REPUBLIC PICTURE

Songs and Music by
Hoagy CARMICHAEL and Victor YOUNG
•
Hear The Lancers Sing "TIMBERJACK"

THE YEAR'S GREAT BOXOFFICE PICTURES!



U-I's office managers and head bookers from nine of the company's eastern branches recently gathered at the Hotel Warwick, New York City, for a series of meetings, the first of four being held from coast to coast to study more effective ways of servicing customers on prints and availability. Seen, sitting, left to right, are Al Marchetti, Albany; John Daly, New York home office; Gabriel Malofronte, home office; Tom Murray, home office; C. J. Feldman, vice-president and general sales manager; Roy Moon, home office; Irving Weiner, print department manager; and Harold Pingree, home office. Standing, left to right, are Bill Probst, Pittsburgh; Jimmy Davidson, New York exchange; Donald Schwartz, New York exchange; Ernie Ziegler, home office; Stanley Sudman, Boston; Frank Musto, Cleveland; Roy Formon, Washington; Bob Miller, Washington; Jimmy Ley, Pittsburgh; Leo Simon, New York exchange; Eva Cooperstock, New Haven; Carl Miller, home office; Joe Azzarone, Philadelphia; Ferd Fortunato, Philadelphia; and Jerry Yogerst, Buffalo

French Film Censor Fight Goes To Court

NEW YORK—Times Film Corporation has instituted suit in the Baltimore City Court against the Maryland State Board of Motion Picture Censors, appealing the latter's rejection of the prize-winning French motion picture, "The Game Of Love," in its entirety as "obscene" and demanding that that Board authorize the exhibition of the film in its entirety in that state, it was announced last week by Jean Goldwurm, president of the distributing company.

Attorney Felix Bilgrey's brief challenges the constitutionality of the law under which the film was rejected on the grounds that it is "a prior restraint upon freedom of speech and press" which violates the Maryland Declaration of Rights and the First and Fourteenth Amendments of the United States Constitution. It also points out that the Colette novel, "Le Ble en Herbe," from which the film was adapted, together with all other works of the famous French author, is "on file and freely circulated at the Public Library in Baltimore."

A similar rejection of the picture in its entirety by the Pennsylvania State Censors Board is now on appeal to the administrative body, Goldwurm also revealed. If the rejection is reaffirmed, Times Film Corporation is prepared to institute similar legal action in the Philadelphia Court of Common Pleas.

N. Y. Exhibs Fight Tax Appeal

NEW YORK—Local theatremen opposed a move last week to appeal immediately the recent decision of the appellate court in which the collecting of breakage by the New York City tax collection board was branded as illegal.

Theatre attorneys, headed by Edward C. Raftery, agreed that the appellate rule was not a final order, and that the case would have to be returned to Queens Supreme Court for trial on all the issues. They contend that an appeal at this time would be only a partial revue of the case.

This Was The Week When.....

A one-month survey of southern motion picture operations was begun by Paramount's Oscar A. Morgan, sales manager of short subjects and newsreels. . . . Danny Kaye's documentary film on the United Nations International Children's Emergency Fund, "Assignment Children," had simultaneous premieres at the UN General Assembly Hall and the Paramount Studio Theatre in Hollywood. . . . The opening of Astor's "The Master Plan" was set for today (Feb. 16) at Loew's Metropolitan, Brooklyn. . . . The world premiere of Louis de Rochemont's "Cinerama Holiday" was held at the Warner, Broadway. . . . The world premiere of U-I's "Captain Lightfoot" in CinemaScope was set for Feb. 18 at the McVickers, Chicago. . . . Brandon Films, Inc., acquired distribution rights to 13 color cartoons produced in Switzerland by Pinschewer Film Ateliar. . . . The Group for Film Study, Inc., announced that it would show this spring a series of "rediscovered" films dating back to 1893.

"Tartuffe" and "Secrets Of A Soul" opened at the 55th St. Playhouse, New York, as the first repeat program of the current film festival. . . . Charles McGraw began his tour of the country on behalf of Paramount's "The Bridges At Toko-Ri." . . . Robert Wagner, star of 20th-Fox's CinemaScope feature, "White Feather," began an eight city personal appearance tour to promote the picture. . . . Feb. 16 was announced as the opening date of a special Brotherhood Week newsreel featuring Jackie Gleason. . . . The world premiere of Warners' "East Of Eden" was held at the Astor, New York. . . . United Artists' "Romeo And Juliet" was voted the best picture shown at the International Film Festival in Punta del Este, Uruguay. . . . The world premiere of MGM's "Hit The Deck" was set for Feb. 25 at the Avalon, Easton, Md., for the benefit of the Music Therapy Fund.

Konecoff *(Continued from page 8)*

The new entry has thrills, chills, cute scenes, and fair sequences, but the whole emerges as impressive entertainment Especially noteworthy are scenes of a plane and camera hovering over the Swiss Alps, a thrill-packed bobsled ride, jazz in New Orleans, a fair in New England, a ski run in Switzerland, the streets of Paris, a puppet show for youngsters, and a ride in a navy jet plane.

BATHING SUITS: The next day United Artists' press agent Burt Sloan calls and the conversation runs something like this:

Him: "How'd you like to see some pretty girls in bathing suits?" (Pause.)

Us: "We'd have to think about it. Uh, how soon do we have to meet you and where?"

The result was we wound up at the Park Central Hotel to watch judges Russell Patterson, Harry Greenman, managing director, Capitol, TV star Ernie Kovacs, and disc jockeys Bill Williams, Rhoda Brown, and Brad Phillips watch over a score of gals in all sizes and shapes parading hither and yon in various poses until they finally selected a Brooklyn gal as the winner.

It has something to do with "Vera Cruz" in that this winner will compete with others selected in other cities with the winning winner winning loot, a contract, a bathing suit, a screen test, and the right to an introduction to Earl Wilson.

WORTHY SHORT NOTE: Next on our calendar, we see we went to a screening and world premiere of "Assignment Children," Danny Kaye's 20-minute Technicolor short highlighting his recent overseas trip on behalf of the United Nations Children's Fund. In the audience at the huge assembly hall in the UN building were press representatives, delegation members, etc., and following salutes to Kaye and to Paramount Pictures, which is releasing and distributing the film with all monies going to the Children's Fund. by Secretary-General Dag Hammarskjold and others as well as a few remarks from Kaye via radio from Hollywood, where a similar premiere was taking place, the multitude viewed the film.

It's entertaining as well as instructional and what's important entertainment-wise is that it has Danny Kaye and youngsters of all shapes and sizes who provide some heartwarming and touching moments as well as some fun. It's a film exhibitors should feel free and proud to play.

THE METROPOLITAN SCENE: Darryl F. Zanuck and 20th-Fox were warmly commended by the editorial page of The Daily News last week for their announced program of productions totalling 50 millions. It bids the public and exhibitors alike to watch and wait for the results which should be pretty good. . . . Bill Moclair, managing director, Roxy, plays Cupid this week by permitting any gentleman to take in any lady on his ticket gratis to see the show at that house on St. Valentine's Day. The same Moclair also played host to a party of United Nations delegates to see Walt Disney's "Siam," which is part of the program currently at the theatre.



Making the brave bulls beautiful

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Allied—Hits

(*Continued from page 9*)

served in conjunction with the session; Wolff, Ruben Shor, Cincinnati; Morris Finkel, Pittsburgh; Abe Berenson, New Orleans; and Ed Lider, Boston, alternate for Nathan Yamins.

President Marcus then took charge of the business session and in his opening remarks stressed the fact that National Allied was the first to recognize the very important place of the drive-in operator in the industry.

He declared that Allied was the first organization to recognize that drive-in owners have a legitimate place in the motion picture industry. He added, "Not only do they think so, but, judging by their gross receipts, it is apparent that Americans also think so." He added that the drive-in has been accepted as a great medium of entertainment throughout the United States. He said that since the drive-in "has grown up" it is entitled to the same consideration as the conventional theatre.

The board voted to authorize Marcus to appoint a sub-committee to confer with a similar committee representing the Theatre Owners of America to endeavor to solve the mutual problems of exhibitors, especially those in the smaller situation.

This sub-committee includes Marcus, Jack Kirsch, Chicago; Benjamin N. Berger, Minneapolis; and Abram F. Myers, general counsel and chairman of the board.

Marcus said it is probable that the Allied and TOA committees will meet very shortly in New York City, perhaps immediately after the TOA meeting.

A wire from Pat McGee, president-treasurer, Colorado Association of Theatre Owners, an affiliate of TOA, was received by Marcus at the Park Plaza gathering. It expressed approval of the plan for small committees of the two organizations to hold the conferences and he pledged "sincere and cordial cooperation from our side." Adding, "You will find we, too, are vitally concerned in the small theatre's problems and film rentals," McGee expressed the hope that President E. D. Martin would permit him to serve on that organization's committee.

The EDIC interim report was approved by the gathering of Allied's board, including the plan advocated by the Allied Theatre Owners of New Jersey through its president, Wilbur Snaper, favoring an arrangement in which disputes between the small town exhibitors and the film companies could be "solved in the field." Marcus said he "felt fairly certain that the distributors would accede to such a plan."

20th-Fox Plans TV Production

HOLLYWOOD—Twentieth-Fox is planning to begin production of films for television in addition to renting facilities to independent companies, it was revealed last week.

Plans are being prepared to invest a large amount of money in the enterprise, with a view to ultimately taking over leadership in the TV film production field, it was announced.

Sid Rogell, studio manager, will be in charge of the company's television production.

Schine Defense Seeks Dismissal Of Contempt Suit

BUFFALO—The defendants in the Schine criminal contempt case last week asked the court for a judgment of acquittal, and branded the government's case as a "complete failure."

Claiming that the evidence presented completely establishes the innocence of their clients, defense attorneys stated that to continue the trial further would be pointless. If the case is not dismissed, defense attorneys stated that they would need two weeks to present their side of the case.

The defendants are charged with conspiracy and overt acts in wilfully violating the decree handed down by Judge John Knight as a result of an anti-trust action against Schine.

Allied—Shor

(*Continued from page 9*)

for delaying the proposed roundtable discussions on film rentals and clearances "was not a proper or reasonable reason for delay."

He added that Lichtman had promised that he would exert every effort to accomplish the plan for the roundtable conference as quickly as possible. Marcus said he presumed that the Theatre Owners of America and other national exhibitor groups would sit in on these conferences if and when they are finally arranged.

He stressed, however, that Allied's Emergency Defense Committee is under orders to go ahead with the steps seeking Congressional action.

Shor explained that conditions within the industry have worsened since the Milwaukee national convention of Allied and as a result, "We have been faced with the necessity for this step by EDC that was directed by our board yesterday."

He continued that National Allied will not go into the proposed roundtable discussion except with top level executives, such as presidents and the highest salesmen who have been authorized to act definitely and finally at the conferences. In other words, "we want conferences that will work out an equitable and reasonable solution once they are held."

The convention discussed the 16mm. anti-trust suit in which National Allied has been made co-conspirator, but no action was taken. Marcus explained, "We feel that our position is just and entirely within our constitutional rights of free speech and strictly in accordance with the best traditions of the American system of free enterprise. We can't afford to see films given away free for which we have to charge our patrons when we exhibit them in our theatres."

It was announced that the 1956 annual meeting of National Allied will be held at the new Hilton Statler Hotel, Dallas, in November, 1956. Previously it had been announced that the 1955 meeting will be held Oct. 5-9 at Chicago, Ill. The 1956 National Allied drive-in convention will be held at Cleveland on Feb. 13, 14, and 15, 1956.

The second day's session of the drive-in convention featured forums on drive-in tower construction and widening of existing towers, and on various phases of concessions operations.

About People

NEW YORK—Ira S. Stevens was appointed general manager, National Film Service, Inc., it was reported last week by Chester M. Ross, executive vice-president. He will supervise National Film Services home office, and also sales and liaison with distributors. Stevens, who resigned as treasurer, Cinerama Productions Corporation, will remain as a director of that company.

Gehring Sees Roundtable Near

ST. LOUIS—The belief that the roundtable discussions with top levels of production and distribution sought by Allied will be finally set up within the next three weeks was expressed by William C. Gehring, 20th-Fox assistant general sales manager, in addressing the concluding session of the convention.

He also answered the criticism of past president Ben Marcus of Al Lichtman's belief that arbitration within the industry should be accomplished before undertaking the roundtable conferences, saying that while Allied leaders and members regard arbitration "not important," there are a vast number of other exhibitors who do agree that arbitration is essential and that it would prove of great benefit to the entire film industry. He added that the final draft of the proposed arbitration plan was prepared and that it should obtain the necessary legal clearance for final action early this week.

He won spontaneous applause when he declared that his company would make its pictures available for toll-TV "only when the government forces us to do so."

Referring to the report of Allied's Emergency Defense Committee, he said that he didn't agree with everything in it, adding that his company had settled every exhibitor complaint that has come to its attention since Allied's 1954 national convention at Milwaukee. He denied that there had been any deliberate effort on the part of production and distribution to create an artificial shortage, then pointed out the physical handicaps with respect to providing sufficient prints because a single print can be used only in 11 theatres on the average.

In conclusion, he touched on the threat of new federal laws and the industry litigation they may bring, saying, "Go forth from this meeting to a court if you feel that this is the thing that must be done." Stressing the benefits of CinemaScope, he said that in comparison with the boxoffice results of two top flight flat pictures, CinemaScope pictures had increased receipts from 56.6 per cent to 134 per cent.

Julius Gordon's report revealed that the film clinics had gone on record, without a dissenting voice, to "condemn Paramount" for that company's sales policies, especially on such pictures as "White Christmas" and "Country Girl." It was indicated that there also had been criticism of Warners from some sections of the country.

The meeting concluded with the banquet session, at which George Murphy, MGM, was the master of ceremonies.

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 14) Washington: Nixons leave for tour of Caribbean nations. China: Red China Capital filmed. Viet Nam: Chinese celebrate Buddhist holiday. Italy: Engineers drain Venice canals. Greenland: Icecap airmen go underground. New York: Wrestling. Palm Springs, Cal.: Rodeo. New Hampshire: Winter Carnival at Dartmouth.

NEWS OF THE DAY (Vol. XXVI, No. 258) Washington: Dulles warns of peril in delay on Formosa treaty. Formosa: Flight of civilians from Tachens; U. S. jets report ack-ack fire. Washington: Nixons leave for tour of Caribbean nations. Trinidad: Princess Margaret visits Port of Spain. Palm Springs, Cal.: Rodeo. New York: Millrose Games.

PARAMOUNT NEWS (No. 51) Formosa: Flight of civilians from Tachens; U. S. jets report ack-ack fire. New York: Big freeze on Hudson River. France: Spring hat fashions from Paris. Palm Springs, Cal.: Rodeo. New York: Millrose games.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 646) Formosa: Flight of civilians from Tachens; U. S. jets report ack-ack fire. New York: Big freeze on Hudson River. New York: Film industry communion breakfast. New York: Millrose games. Leavenworth, Wash.: Ski thrills. Cascade Mountains, Washington: Styles in ladies' snow sports wear.

WARNER PATHE NEWS (Vol. 26, No. 53) Formosa: Flight of civilians from Tachens; U. S. jets report ack-ack fire. France: Mendes-France out as Premier. Viet Nam: Chinese celebrate Buddhist holiday. San Rafael, Cal.: Air Force honors cast of "Blood Alley." Galveston, Texas: Quads on first date at sweet 16. Havana, Cuba: Nixon on tour. Leavenworth, Wash.: Ski thrills. New York: Millrose games.

IN ALL FIVE:

New York: March of Dimes aided by fashion show.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 13) Washington: President Eisenhower says peace is aim of Formosa policy. Trinidad: England's Princess Margaret visits. Buffalo: Monoplane essays vertical take-off. Isle of Sylt: Children rescue sea birds from oil. France: Ferrer stops De Marco. Germany: Ski-jerers. Switzerland: Swiss bobsled team wins.

NEWS OF THE DAY (Vol. XXVI, No. 247) Washington: President Eisenhower says peace is aim of Formosa policy. Canada: Radar chain in Arctic. Buffalo: Monoplane essays vertical take-off. Washington: President meets Mrs. Nettie Moulden on her 100th birthday. France: Ferrer stops De Marco. Switzerland: Swiss bobsled team wins.

PARAMOUNT NEWS (No. 50) Washington: President Eisenhower says peace is aim of Formosa policy. Trinidad: England's Princess Margaret visits. Shelburne, Vt.: Steamboat moved overland. France: Ferrer stops De Marco.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 645) Washington: President Eisenhower says peace is aim of Formosa policy. Trinidad: England's Princess Margaret visits. Israel: Egyptian border incident. Buffalo: Monoplane essays vertical take-off. Washington: President meets Mrs. Nettie Moulden on her 100th birthday. New York: Cat show. Portland: Elephant's toothbrush.

WARNER PATHE NEWS (Vol. 26, No. 52) England: British Empire leaders meet in London. Buffalo: Monoplane essays vertical take-off. Washington: President meets Mrs. Nettie Moulden on her 100th birthday. Trinidad: England's Princess Margaret visits. Formosa: Navy's Pacific Chief holds parley; Madame Chiang welcomes Tachen waifs. France: Ferrer stops De Marco. Switzerland: Swiss bobsled team wins.

"Battle Cry"

Van Heflin, Mona Freeman, and Aldo Ray do exceptionally good acting jobs in this Warner release, which is a fine production for any boxoffice. Based on a best selling novel, it is full of patriotism and good sentimentality. Tieups with the marines should be a cinch. There are not too many battle scenes, but what there are are good. This one should be a sure boxoffice winner.

—JAY EMANUEL

Hayworth Suit Settled

NEW YORK—The accounting action by Rita Hayworth Haymes against Columbia, Columbia International, and Beckworth Corporation was settled out of court last week. Terms of the settlement were not disclosed, as Federal Judge William Bondy signed an order dismissing the case.

Mrs. Haymes sued as an individual on behalf of the Beckwith Corporation in which she owns a 45 per cent interest. Columbia has 50 per cent and the remaining five per cent is owned by William Morris Agency and Cook and Company.

Action sought an accounting of receipts from Beckworth's Columbia releases, "Affair In Trinidad," "Miss Sadie Thomson," "Salome," and others.

Mrs. O'Reily Mourned

NEW YORK—Mrs. Kathryn B. O'Reily, wife of Charles O'Reily, head, ABC Vending Company, and former exhibitor organization head, died last fortnight.

NATIONAL LEGION OF DECENCY

Feb. 10, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "High Society" (Allied Artists); "Marshals In Disguise" (Allied Artists); "Outlaw's Son" (Allied Artists); "Treasure Of Ruby Hills" (Allied Artists); "Wyoming Renegades" (Columbia); "Two Gun Teacher" (Allied Artists); UNOBJECTIONABLE FOR ADULTS: "Captain Lightfoot" (U-I); "Jupiter's Darling" (MGM); "Long John Silver" (DCA); "Mighty Fortress" (Allied Artists); "Port Of Hell" (Allied Artists); "Tarzan's Hidden Jungle" (RKO); "Trouble On The Trail" (Allied Artists); OBJECTIONABLE IN PART: "The Belles Of St. Trinian's" (Associated Artists); "Cry Vengeance" (Allied Artists); "Many Rivers To Cross" (MGM); "The Racers" (20th-Fox); "Three For The Show" (Columbia); CONDEMNED: "Game Of Love" (French-made) (Times).

20th-Fox Top Echelon Maps Promotion Plans

NEW YORK—Al Lichtman, 20th-Fox director of distribution, and vice-president Charles Einfeld returned from Hollywood last week following a series of important studio conferences with president Spyros P. Skouras and production head Darryl F. Zanuck.

Talks at the studio centered around the merchandising and promotion of the company's CinemaScope releases for the first quarter of the year as well as to view unfinished prints of attractions slated for exhibition later in the year.

The executives set in motion comprehensive plans for six productions, five in CinemaScope and color, and one in standard dimension, for February through April release. The line-up, highlighted by "A Man Called Peter," the company's Easter holiday picture, includes "The Racers," now at the Roxy and opening in first dates around the country; "White Feather," a February release; "Untamed," due in March; and "Violent Saturday," listed for April.

Panoramic Productions' "A Life In The Balance," the one regular dimension film under discussion, will be offered for April exhibition.

Plans formulated in Hollywood will see some of the largest campaigns in the company's history launched to pre-sell the forthcoming productions. Extensive use of TV and radio, newspapers and magazines, both nationally and on the local level, are planned in overall campaigns.

Variety Judges Named

LOS ANGELES—W. R. Wilkerson, The Hollywood Reporter, was appointed last week by Nathan D. Golden, international heart chairman, Variety Clubs, to serve as chairman, "Charity Citation Board of Judges," for Variety Clubs International convention here on May 4 to 7.

The task of the board is to select the Tent of Variety which, through its accomplishments in carrying out its humanitarian activities, will be the recipient of the 1954 "Charity Citation Award" of Variety Clubs International.

Other trade press representatives who have been invited to serve with Wilkerson are Martin Quigley, Jr., Quigley Publishing Co., Inc.; Ben Shlyen, Boxoffice; Jay Emanuel, MOTION PICTURE EXHIBITOR; Abel Green, Variety; Hye Bossin, Canadian Film Weekly; Joe Schoenfeld, Daily Variety; and Tom Kennedy, Showmen's Trade Review.

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SEVERAL EXPERIENCED THEATRE MANAGERS,

by Independent Circuit expanding in Philadelphia, Pa., area.

Excellent salary and good chance for advancement for responsible men who can manage and supervise. Permanent position.

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M.P. EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising







Indicative of the western type exploitation being given United Artists' "Vera Cruz" is that of the soft-top convertible of an earlier day which creaked recently for a street bally cruise in St. Paul, Minn., as manager Jim Eschelman, Strand, got it underway; and the hot tamales which spiced up manager Maurice Druker, Loew's Midland, Kansas City, campaign and were given away by a vendor in Mexican attire for "south of the border" flavor. On the right, a pair of 24-sheets underlining the robust rough stuff in the film made simple and effective mobile advance bally for the picture's opening at Loew's State, St. Louis. Similar stunts in advance of openings in other cities spurred interest in the film.

Huge Promotion Caps "Gray Line" Opening

NEW YORK—The large scale promotion campaign for Columbia's "The Long Gray Line," kicked-off last fortnight with the full-hour salute by Ed Sullivan's nation-wide television show, went into full swing, timed with the gala world premiere in Washington and the New York opening at the Capitol.

Going on display in the balcony lounge of the Capitol was an exhibit of memorabilia and historical material from the museum at West Point which is termed "priceless" by officials of the U. S. Military Academy. The material, formed into a special display for its extended showing in the theatre, will be guarded 24 hours a day by military police and armed special policemen.

Included in the exhibit is a graphic history of the Academy, including mannequins dressed in the various changes of uniform affected at the school since its founding over 150 years ago. Objects used at the Point by cadets over the years are shown, as well as the personal possessions of West Point graduates who went on to glory in the wars of the United States.

The army, cooperating to the fullest extent possible, has arranged for references to "The Long Gray Line" to be made on recruiting A-boards and posters around the country. In addition, the West Point Society is arranging for local groups of Academy graduates to aid in promoting openings of the CinemaScope-Technicolor tribute to their alma mater in their particular areas.

Contests were concluded on seven disc jockey shows on six different radio stations with "The Long Gray Line" as the theme. Six winners from each show, with the disc jockeys involved, were guests at a special breakfast at the Hotel Statler before the opening. After meeting with three members of the cast, Betsy Palmer, Bill Leslie, and Harry Carey, Jr., the disc jockeys and their winning fans rode uptown to the Capitol in a special motorcade.

At the Capitol, a huge banner proclaiming the showing of "The Long Gray Line" extends across Broadway.

A large measure of national newspaper and radio publicity has accrued to "The Long Gray Line" through the efforts of Cappy Wells, brought in specially for the occasion by Columbia. Wells, an Army veteran, was for many years public relations officer at West Point. He arranged to have naticnally syndicated columnists do pieces on Marty Maher, the principal figure in the film.

Also playing a large part in the plans is the impressive advertising campaign, including insertions in Life, Look, Seventeen, Sports Illustrated, TV Guide, Scholastic Roto, and nine fan magazines, as well as 85 Sunday newspapers ranging from This Week and Parade to home-owned supplements; altogether, more than 200 million readers will be reached.

Another interesting sidelight to the New York opening at the capitol was the attendance of a large delegation of cadets from the Point. Maher reviewed them.



This lovely tomato, Mary Murphy, a Paramount starlet, will help promote William Wyler's "The Desperate Hours" and another VistaVision film, "Hell's Island," during the next year in an extraordinary tieup between Paramount and the Tomato Growers of America. Every package of fresh tomatoes distributed in the U. S. will have an insert of Miss Murphy in color with credits for the two pictures. The actress was chosen "Miss Tomato Glamour Queen of 1955" at a contest held in Las Vegas, Nev.

"Senior Citizens" Reap Reade Admission Cut

OAKHURST, N. J.—"Senior Citizens," persons over 65 years of age, will be admitted for a substantially reduced admission price at the Walter Reade Theatres in Plainfield and Freehold, N. J., under a plan being tested by the circuit to encourage people in the older age group to attend the movies.

In both communities special individual discount cards will be distributed to Senior Citizens through welfare agencies, recreational groups, and other organizations who work with older age groups. It is expected most recipients will be in the limited income class.

For the test period, which will be through next Sept. 30, all card holders will be admitted to all Reade Theatres in the two communities anytime but Saturdays, Sundays, and holidays for the child admission price.

Walter Reade, Jr., circuit president, said the test was being undertaken both as a public service, it being his organization's belief that many older people have limited recreational facilities and limited funds for entertainment, and as a means of encouraging people in this age category to attend the theatres more frequently.

If the program is successful in the two communities, it will be extended next fall, he said, to all communities in which the Reade organization has theatres. The idea for the current test, he said, was adapted from a similar program developed by Stanley Sumner, manager, University, Cambridge, Mass.

The Reade Theatres have for many years offered year-round discount cards to students in the 12 to 18 year bracket, and recently extended this privilege to teachers in the 10 communities where the circuit has theatres.

Other circuits are watching the experiment with considerable interest as it could do much to bring back to movie theatres everywhere a part of the so-called lost audience.

The Editor Speaks

I SAID IT before and I'll say it again—a good "weeper" is bound to be a sleeper! Stay with me for a bit, and I'll tell you why.



PAUL MANNING

MY WIFE and teen-aged daughter had missed the trade screening of MGM's "The Last Time I Saw Paris" and were planning to see it at the local neighborhood movie house. The word of mouth had been quite good and they also heard that it had some parts which were really "sob stuff."

WE LIVE in a suburban area of Los Angeles where the public transportation is pretty punk. I promised to drive them to the show. At take-off time I found my car battery deader'n a mackerel. Then, to make matters worse, it started to pour gunboats. Natch, I couldn't get a cab or another battery.

Sooooo, the family was stuck at home and had to watch TV. And also natch, the old man had to watch the fights! A meanie, that's me.

DURING the fifth round of a pretty routine scrap, my young daughter, pretty disgusted with the world by now, groaned, "Gee whiz, why do we have to be here watching these dull fights when we could be sitting in the theatre having ourselves a good cry!"

AND SO, producers, there you have it from the mouth of babes. Make yourself a good weeper, a four handkerchief picture, and brother-oh-brother, you're really in!

Paul Manning

STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 2 **February 16, 1955**

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

COLUMBIA's

"THE LONG GRAY LINE"

starring

TYRONE POWER, MAUREEN O'HARA

with

ROBERT FRANCIS, DONALD CRISP, WARD BOND, BETSY PALMER, WILL CAREY

Produced and directed by John Ford.

Screen play by Edward Hope, based upon "Bringing Up The Brass" by Marty Maher and Nardi Reeder Campion.

A CinemaScope production. Color by Technicolor.

20th CENTURY-FOX's

"THE RACERS"

starring

KIRK DOUGLAS, BELLA DARVI, GILBERT ROLAND

with

CESAR ROMERO, LEE J. COBB, KATY JUARDO, CHARLES GOLDNER, JOHN HUDSON, GEORGE DOLENZ, AGNES LAURY, JOHN WENGRAF

Produced by Julian Blaustein. Directed by Henry Hathaway.

Screen play by Charles Kaufman, from a novel by Hans Ruesch.

A CinemaScope production. Color by De Luxe.

MGM's

"MANY RIVERS TO CROSS"

starring

ROBERT TAYLOR, ELEANOR PARKER

with

VICTOR McLAGLEN, RUSS TAMBLYN, JEFF RICHARDS, JAMES ARNESS

Produced by Jack Cummings. Directed by Roy Rowland.

Screen play by Harry Brown and Guy Trosper, based on a story by Steve Frazee.

A CinemaScope production. Photographed in Eastman Color.



Co-producers Irving Allen and A. R. Broccoli, star Richard Widmark, screenwriter John Paxton, and director Mark Robson discuss plans for Warwick's "Prize Of Gold."



Mai Zetterling and Widmark enact a strange and poignant love story set against a dangerous and exotic European background in Columbia release soon to hit the nation's screens.

Allen And Broccoli Make Them For The Boxoffice

Producing duo films its Warwick productions for Columbia all over the world, and a sharp eye toward exploitation possibilities and name values keeps them in the winner's circle.

Irving Allen and A. R. "Cubby" Broccoli, whose Warwick Productions release through Columbia, believe in two and only two principles in making films: Make them good; make them boxoffice. And they think that one is impossble without the other.

That they have been successful in this theory has been amply demonstrated with the first three Warwick films, "Paratrooper," "The Black Knight," and "Hell Below Zero," all starring Alan Ladd and all top-rank at the boxoffice. Coming up for release in May is Richard Widmark in "Prize of Gold."

Set to go into production in March is "Cockleshell Heroes," to be directed by and to star the Academy Award winner, Jose Ferrer. They will follow this with "Safari," to be filmed in Africa with either Gary Cooper or Clark Gable. All will be in Technicolor and wide-screen.

In addition to the work that goes into production, both Allen and Broccoli are great believers in exploitation, promotion, and advertising, both within the trade and for the public. On "Hell Below Zero," whaler Danny Morrison was brought over from England and sent to 18 cities around the country. Producer Broccoli went out to 11 cities, meeting with exhibitors, press, and exchange men in every city. Broccoli followed this up with a similar tour on behalf of "The Black Knight." Present plans call for a tour by Richard Widmark on behalf of "Prize of Gold." A major trade paper advertising campaign has been carried on every production.

All of the Warwick films are distinguished by action in foreign lands. The camera has wandered over Germany, Wales, France, Spain, the Antarctic, and all of England. American stars in American stories make these films of excitement that have a foreign flavor but have none of the problems in obtaining an American audience often associated with pictures filmed abroad.



Alan Ladd, Jill Bennett, and Niall McGinnis, who enact leading roles in Columbia's Warwick production in Technicolor, "Hell Below Zero," discuss a murder clue around the dinner table.

"Prize Of Gold" is a dramatic, action story of a GI who falls in love with a beautiful girl in modern Berlin and attempts to hijack a load of Allied gold bullion so he can turn the money over to the girl. As a Dick Widmark film it has all the qualites that have made Widmark popular with fans. There is love, action, a kind of brutality and violence, plus a solid story line. Mark Robson, whose "Bridges At Toko-Ri" is currently breaking records, directed "Prize Of Gold," with Mai Zetterling as the feminine lead.

Tie-ups were started with Pan-American Airlines and the Messerschmitt Company which will pay off. A song, "Prize Of Gold," was written by Ned Washington and Lester Lee and is already a smash hit in Europe. Recordings have been made by Columbia and Decca Records and will be released soon enough before the release of the film to aid in selling tickets.

Preview audiences who saw "Prize Of Gold" in a sneak showed their appreciation of the quality of the film by the kind of reaction cards that were turned in. An audience of 1,148 people turned in a total of 578 cards, percentage-wise as high as any picture in Hollywood memory. The percentage reaction was excellent and very good, 87 per cent; good and unclassified, 13 per cent. Even in blase Hollywood, this is worth note.

Allen and Broccoli, two veterans of the industry, are here to stay. "We want to make pictures all the rest of our lives and the only way we can do this is by making pictures that make money for everyone—exhibitor, distributor and ourselves. And that's what we're going to do."

You can't knock that for an ambition and a program.—P. M.



Harold Hecht confers with UA's Roger Lewis, advertising manager; Fran Winikus, national advertising, publicity and exploitation head; Mort Nathanson, publicity; and Mori Krushen, exploitation.

A Producer On The Move



TV star Ed Sullivan confers with Hecht and "Vera Cruz" stars Burt Lancaster and Gary Cooper.



Hecht, president, Hecht-Lancaster Productions, and UA vice-president Max Youngstein look over layouts of color ads for national magazines on "Vera Cruz" campaign.



Lige Brien, UA director of special events, shows Hecht colorful merchandising accessories for store window and counter displays all over the country.



Hecht is greeted at the UA home office by Robert Benjamin, chairman of the board.



Hecht and James Hill, "Vera Cruz" producer, wind up a 29,000-mile location jaunt.

HECHT-LANCASTER'S current program of seven important features for United Artists release has made Harold Hecht, president of the fast-growing organization, one of the industry's busiest executives and a seasoned international traveler.

TO PLAN, PRODUCE and promote "Vera Cruz," the Superscope spectacle which is currently coining the greatest grosses in United Artists' history, Hecht racked up more than 29,000 flying miles between UA's New York home office, Hollywood and Mexico, where the big-scale action scenes were filmed.

SANDWICHED BETWEEN the producer's trans-continental shuttle runs were a series of conferences with UA's top-level executives and ad-publicity-exploitation heads that resulted in a no-holds-barred, all-media campaign pegged on a whopping budget of $500,000.

THE DETAILED handling from story idea to subsequent run has paid off handsomely for both Hecht-Lancaster and United Artists. "Apache," first release under the seven-picture package, was the Krim company's top money-maker of 1954. "Vera Cruz" is expected to nose into the neighborhood of $10,000,000 before the end of this year.

WITH TWO big ones in the bag and "The Kentuckian" and "Marty" being readied for UA release, Hecht is on the go again. This time it's Europe, where he's scouting locations for "Trapeze." Italy's Gina Lollobrigida has been set to co-star.

Meet Robert Aldrich



ROBERT ALDRICH

ROBERT ALDRICH brought to his first assignment as full-fledged feature director, MGM's "Big Leaguer," a wealth of experience and valuable know-how in movie-making. At 34, he was a veteran in the motion picture industry.

NOW JUST 37, Aldrich has directed two of the industry's biggest boxoffice successes of the past year, "Apache" and "Vera Cruz," both for United Artists. According to UA, "Vera Cruz" will probably be their all time top grosser.

THIS MONTH, Aldrich completed his first assignment as producer-director, on Parklane's "Kiss Me Deadly," a Mickey Spillane feature with blood, violence, girls, and action. UA has already said that this will probably outgross the two previous Spillanes, both of which topped $2,000,000 in America.

ALDRICH HAS BEEN learning the fundamentals of directing since 1942 as assistant to some of the greatest directors in the industry, and recently directed 22 dramatic films for television. He is also the author of a half-dozen successful screen plays and has been production manager and associate producer for RKO, Republic, Columbia, 20th-Fox, and United Artists.

ALDRICH WAS BORN Aug. 9, 1918, in Evanston, R. I. He is married to the former Harriet Foster, Warwick Neck, R. I. Their home is in Hollywood, overlooking the Wilshire Country Club. They have four children, Adele, 11; Billy McLaughrey, 10; Alida, seven; and Kelly Foster, two.

WHEN HE GRADUATED from Virginia in 1941, he headed straight for Hollywood. His first job was at RKO as production clerk, but he soon moved up a rung to second assistant director.

IN 1944, Aldrich left RKO. During the next three years, he worked with such famed directors as Jean Renoir, Lewis Milestone, William Wellman, and Leslie Fenton.

FROM 1946 TO 1948 he was under contract to Enterprise Studios as assistant director, unit production manager, studio manager, and writer, and continued in these capacities for independent producers in 1949-50, after Enterprise suspended operation. He was associate producer to Harold Hecht in 1951 for two Columbia releases, "Ten Tall Men" and "The First Time," and was assistant director to Charles Chaplin for "Limelight." That same year he wrote three screen plays.

IMPRESSED BY Aldrich's ability to make pictures of good quality inexpensively, a unique talent which is naturally at a premium in Hollywood today, MGM signed him to direct "The Big Leaguer," and this marked his debut as a director of feature films.

ALDRICH'S CAREER is in full swing. On May 15 he will produce and direct Joan Crawford in 'The Way We Are," a screen play he bought and had developed with Joan in mind. And still on the schedule is a second Spillane, "My Gun Is Quick," to be done before the year is out.

GOOD THINGS TO COME FROM HOLLYWOOD . . .

Warners' "East Of Eden"

JOHN STEINBECK'S "East Of Eden" reaches the motion picture screen with dynamic and engrossing power. This is exactly what could have been expected from two such exacting creators as Steinbeck and Elia Kazan. The latter produced and directed the motion picture version of the great novel.

The characters in all of Steinbeck's novels could never be accused of being dull and droopy. Therefore, the people you will see in "East Of Eden," while not exactly resembling your next door neighbors, will nevertheless provide you with a tremendously stimulating evening at the movies. Relentless, searching, and utterly honest, this picture has a hard hitting and penetrating quality which you will not easily dismiss. It stays with you.

Once again, Kazan, in the same honesty of purpose as his past triumphs, "Streetcar Named Desire" and "On The Waterfront," has painted a most daring canvas, across which move deeply interesting, often violent personalities. I repeat, "East Of Eden" is straight-from-the-shoulder, no-holds-barred movie fare. Many will find its very directness of thought quite revolutionary. But, in the final analysis, all should feel the magnetism of the experience. To me, it is an example of truly fine movie making.

Perfectly cast, splendidly acted (to the smallest bit part), superbly directed, and magnificently photographed, "East Of Eden" is an important motion picture which will be long remembered by all who see it.—P.M.



Seen above are three scenes from Warners' screen adaptation of John Steinbeck's powerful best-seller "East Of Eden," in WarnerColor and CinemaScope, featuring new discovery James Dean, Raymond Massey, and Julie Harris. At bottom right, the cameraman catches producer-director Elia Kazan on the set in a reflective pose. The film introduces several young actors and actresses for whom the Burbank lot has extensive plans.

Warners Launches Star Hunt

BURBANK, CAL.—A vigorous new personal scouting plant is being launched by Warners to intensify the drive for fresh motion picture personalities which the company has carried on throughout its history.

The new plan, being put into effect with the authorization and guidance of Jack L. Warner, executive producer, will send Solly Baiano, studio casting head, on a nation-wide talent hunt, and will keep him in the field for an indefinite period of several months.

NEWS OF THE Territory

BRANCHES

Atlanta

Johnnie Harrell, Martin Theatres circuit buyer, checked in at his office after a trip to Jacksonville, Fla. . . . The Dale, Clarksdale, Ga., which has been closed for several years, will soon be reopened by Harry Miles. . . . H. P. Lawrence, Pinson, Pinson, Ala., has closed the theatre. . . . The Pal Amusement Company has closed their Pal, Louisville, Ga.

Nell Allen, Wilby, enjoying a vacation in Florida. . . . Lynda Burnett, UA, checked in after a trip to Savannah, Ga. . . . R. B. Wilby, president, Wilby Theatres, and wife, left for a trip around the world. They expect to be gone three or four months. . . . Betty Lane, UA, was called to her home in south Georgia to be at the bedside of her sister who is seriously ill.

After having closed for approximately six months, the Star, was reopened by B. H. Hart, in Crawfordville, Ga., who has leased the theatre for two months. Hart said that attendance during these two months would determine whether he would continue to operate the house. If attendance is up to expectations, he will then install all new equipment. Hart also owns a theatre in Davisboro, Ga. . . . Announcement was made of the second Florida film company to be organized in recent months. Empire Studios, Inc., the studio and offices will be in Orlando, Fla. They have leased a quarter million-dollar property with 600 acres of land.

The Ritz, Hollywood, Fla., will soon be reopened by Tom Hagen. . . . The Dale-Mabry Drive-In, Tampa, Fla., now has Sunday church service as part of its public relations program. . . . At Leesburg, Fla., Bill Cumbass, MGM Theatres in Florida, is preparing to build a 500-car drive-in. Hugh Martin, president of the company, is having plans drawn. This will be the second drive-in for the company in Leesburg. . . . Hap Barnes, ABC Booking Service, back after visiting his office in Jacksonville, Fla. . . . We had on the Row: R. E. Hook, Hooks Theatres, Alabama; Gordon Stonecypher, Cornelia Drive-In, Cornelia, Ga.; L. J. Duncan and Sidney Laird, Al-Dun Amusement Company, West Point, Ga.; Jay Soloman, Independent Theatres, Chattanooga, Tenn.; H. M. Ford, Ford, Lavonia, Ga.; Tommy Lam, Lam Amusement Company, Rome, Ga. . . . George Pabst, United Artists district manager, was on a visit to the local office.

Ben Jordan and Jimmy Campbell, sales representatives, Allied Artists southern exchanges, were in for a sales meeting. . . . Ed Stevens, president Stevens Pictures, checked in at his office after a trip to New York. . . . William Richardson, president Capital and Astor Pictures, back from Florida. . . . N. E. Savini, special representative Astor Pictures, New York, was visiting at the local office. . . . The Center, Knoxville, Tenn., owned by Jesse Key has closed. . . . C. S. Perkins, Altec Service Corporation operating manager, has returned to New York.



Georgia's Governor Marvin Griffin recently signed a "Go To The Movies" proclamation in his capital office in Atlantic, honoring MGM's Motion Picture Celebration. Watching, left to right, are Russell Gaus, branch manager, MGM; Enn Duncan, Carrollton, Ga., exhibitor; J. H. Thompson, president, Georgia Theatre Owners; and Alpha Fowler, Douglasville, Ga., exhibitor. Both Muncan and Fowler are members of the Georgia State Legislature.

The regular board meeting of officers and directors of WOMPI was held at the Atlanta Variety Club. The regular luncheon meeting for February will be held at the Variety Club, with Margaret Turner, Atlanta Journal club editor, as guest speaker. . . . Arthur C. Bromberg, Allied Artists southern exchanges, and Mrs. Bromberg, returned to their home in Bayou La Batre, Ala., after a visit to the Atlanta and Charlotte branches.

Mayor William B. Hartsfield, played host to an unusual guest, a 750-pound elephant. The mayor and the elephant exchanged greetings on the second floor of the city hall. The elephant, now on a nation-wide tour to publicize a forthcoming movie with Esther Williams "Jupiter's Darling," happily climbed the steps leading to the second floor of the city hall, entered the mayor's office and grabbed a calendar off hizzoner's desk. The mayor "presented" the elephant a key to the city.

Jesse C. Cox, superintendent, Tower, has established his own business known as the Cox State Lighting Company.

Governor Marvin Griffin has signed a proclamation on behalf of MGM's "Motion Picture Theatre Celebration" declaring February as the "Go To The Movies Month." Russell Gaus, MGM Atlanta branch manager; Erb Duncan, theatres in Georgia; J. H. Thompson, president, Martin and Thompson Theatres, Georgia; and Alpha Fowler, theatre owner, Douglasville, Ga., attended the ceremonies. Duncan and Fowler are members of the Georgia State Legislature.

Charlotte

The very cold weather this winter has caused Howard Chapman, Cherry Hill Drive-In, Cowpens, S. C., to operate only on weekends. . . . Castle Haynes Drive-In, Castle Haynes, N. C., has closed for the winter.

J. C. Wellons, who owns several drive-ins in and around Fayetteville, N. C., was in with his managers, buying and booking. . . . W. G. Funk, who operates the Star, St. Stephens, S. C.; New Drive-In, Kingstree, S. C.; and East Main Drive-In, Lake City, S. C., is laid up with the flu.

J. G. Scott, Palmetto Drive-In, Hollywood, S. C., is doing a lot of rebuilding this winter, putting in a wide-screen and CinemaScope equipment. . . . Theatre Booking Service reports the following drive-ins will reopen full time operations on March 15, Viz-Bon-Air, Burlington, N. C.; Skyview, Durham, N. C.; and Twin Pines, Richmond, Va.

Max Reinhardt Enterprises had the following exhibitors in talking over their problems: Bill Drace, Grand, Greer, S. C.; Dick Horton, Wayne, Goldsboro, N. C.; and Carl Dobbin, Wilmington, N. C. . . . J. W. Wimpey, Murphy Drive-In, Murphy, N. C., will reopen full time on March 6. He was in making these arrangements with his booker, Theatre Booking Service.

Phillips and Kepley, Welcome Drive-In, Welcome, N. C., were in to see Theatre Booking. . . . Russ Henderson, booker, Theatre Booking, is out of the hospital. . . . Ray Chapman, Roseland Drive-In, Lincolnton, N. C., was attending a cattle auction sale, and was run over by a bull, damage slight. . . . Bill Henderson, Theatre Promotions, has returned from Warm Springs, Ga.

Bob McClure, booker, Theatre Booking, has been out with the flu. . . . The cashier at the Jet Drive-In, Fayetteville, N. C., was robbed, hit over the head, and suffered a broken hip. She is Mrs. Virginia Currie, confined in the hospital better than two weeks. It will be at least six months before she will be able to work again.

Paul Douglas made a personal appearance at the Village, Raleigh, N. C., during the showing of "Green Fire." . . . The Gaston Drive-In, Roanoke Rapids, N. C., two time victim of hurricanes, will be rebuilt again, and they hope to have it operating again about April. . . . Mrs. R. S. Rogers, wife of owner, Chatam, Pittsboro, N. C., is home from the hospital.

J. T. McSwain, South 1 Drive-In, Cary, N. C., managed to stay open during the deep snow they had up there. . . . S. S. Stevenson, Embassy and Stevenson, Henderson, N. C., has returned from Florida and now is going to rebuild his fishing pier at Atlantic Beach, N. C., which was demolished by hurricane. . . . George Duffy's mother from New England was visiting him in Oxford, N. C., George operates the Orpheum and Carolina there.



MGM's Memphis Ticket Selling Workshop was held recently at the Peabody Hotel and drew the greatest exhibitor attendance of any industry event held in that city. Seen on the dais, left to right, are M. A. Lightman, Jr.; Mayor Frank Tobey of Memphis; M. A. Lightman, Sr.; W. P. Franklin, Coca-Cola representative in Atlanta; Louis C. Ingram, Memphis MGM manager; Mike Simons, MGM customer relations director; John Ericson, co-star in "Bad Day At Black Rock"; Emery Austin, MGM exploitation head; Mrs. Ericson; and Ruck Brown, theatre representative for Coca-Cola in the Tri-States area.

Frank Harris, Harris Theatre Sales, lost his mother. . . . Bernard Jacon, IFE Releasing Company, New York, was in town visiting his district manager, Dave Williams.

Exhibitors in buying and booking were W. H. Smith, Pal, Fairfax, S. C.; J. K. White, Allendale, Allendale, S. C.; Bob Wilburn, Sunset Drive-In, Buffalo, S. C.; P. G. McGee, Winston Salem Drive-In, Winston Salem, N. C.; Arthur Martin, Cowpens, Cowpens, S. C.; James K. Hurlong, Saluda, Saluda, S. C.; J. W. McMillian, Lamar, Lamar, S. C.; Howard Bynum and S. L. Pinkston, 601 Drive - In, Salisbury, N. C.; Joe Accardi, Skyline Drive-In, Morganton, N. C.; W. G. Fussell, Wonet, Bladenboro, N. C.; O. K. Hogan, St. Paul, St. Paul, N. C.; Jim Hyatt, Midway, Lancaster, S. C.; L. J. New, Nu-Pont Drive-In, Kingston, N. C.; Alfred Rumley, Springs Road Drive-In, Haickory, N. C.; R. R. Rumley, Fox Drive-In, Spartanburg, S. C.; W. H. Patrick, Rock Hill Drive-In, Rock Hill, S. C.; R. D. McGowan, Joyce, Spring Hope, N. C.; George Whitley, Laur-Max Drive-In, Laurinburg, N. C.; and Bill Harward, Concord Drive-In, Concord, N. C.

The Visulite was picketed by members of Local 322, IATSE. The dispute was reported to be over pay for Wednesday afternoon matinees.

Jacksonville

Walter J. Lloyd, city manager, Florida State Theatres, Tampa, Fla., was the main guest of honor at a testimonial banquet and dance here which marked his retirement from an active part in show business. The affair was attended by 102 persons from FST, the opposition theatres, IATSE unions, and Tampa's city officialdom. Frank Bell, FST district manager, was toastmaster. Leading speakers were LaMar Sarra, Jacksonville, FST vice president, who praised Lloyd's 33 years of service to the industry in Florida and New England; William Sullivan, who spoke on behalf of IATSE Local 321; and Joe Taylor, manager of the Hillsboro Drive-In, who spoke for managers and employees of the group of theatres who had served under Lloyd. The Lloyds were presented with a 21-inch TV set as a going-away gift. Visitors from Jacksonville at the banquet included Sarra; FST executives Joe J. Deitch, Mark DuPree, and Kenneth Barret; and John N. Spearing, who represented IATSE president Richard F. Walsh.

A legislative meeting of officers and regional directors of the Motion Picture Exhibitors of Florida was scheduled here by Jerry Gold, Pahokee, MPEOF president. To be held at the Roosevelt Hotel, it is expected that more than 40 officers and directors will attend the planning session which is being held in advance of the opening of the Florida Legislature's 60-day gathering in Tallahassee this spring. . . . In co-operation with the American Cancer Society, George Krevo, manager, Palace, presented a free public screening of "Horizons Of Hope."

Claudia Hall, featured player in "Six Bridges To Cross," made a series of public appearances in connection with the motion picture's first-run opening at the St. Johns. . . . The re-opening of the Ritz, Tallahassee, Fla., was reported by Glenn Gryder, chief booker, Talgar Theatres. He said that it will have an art policy and will be managed by Tommy Hyde. . . . Cliff Hardin has resigned from the United Artists booking staff. . . . Otis Ray and Oliver Mathews, U-I, were planning to attend a U-I bookers gathering in New Orleans. . . . J. D. Jernigan, U-I salesman, was here from his east coast territory.

The newly-organized WOMPI scheduled a membership luncheon at the Roosevelt Hotel, announced president Janice Claxton. . . . A Variety Club cocktail party was planned, with T. P. Tidwell, 20th-Fox branch manager, and George Mason, Jacksonville Journal movie critic, serving as hosts for the evening. . . . Other Variety Club social events planned for the month include a family night "Buck" Robuck, United Artists, and Roy Smith, Roy Smith Candy Company, in charge; and a party to be held jointly with WOMPI at which Johnny Tomlinson, Warners salesman, and Judge May, Florida Times-Union movie critic, will serve as hosts.

Linda Fleming, 20th-Fox billing clerk, was rushed to a hospital for an emergency operation. . . . Bob Mochrie, representing Samuel Goldwyn, was here from New York. . . . With branch manager Carroll Ogburn at the Warners office were Ollie Williamson and John Kirby, Atlanta, Ga. . . . Exhibitors here included B. B. Garner, Lakeland, Fla., president, Talgar Theatres, and Jim Partlow, Orlando, Fla. . . . Harold Laird, Tampa, Fla., Republic branch manager, was here for a day. . . . Another visitor was Jerry Wexler, J. Arthur Rank representative from New York.

Memphis

The Memphis Board of Censors has banned Columbia's "Bamboo Prison" on the ground it is unpatriotic and "inimical to public welfare."

Ruth Collins, former secretary to Joe Young at Warners has replaced Lynn Long at United Theatres. Long married and is moving to California. Young replaced Collins with Wilma Bryant, former Warners employe. . . . Valeria and Sid Gullett spent a weekend in Houston, Tex. They operate the Benoit, Benoit, Miss. . . . The new stenographer at United Artists is Myrtie Pugh. . . . Guy Haskins, Autovue Drive-In, Malden, Mo., was in booking and making plans for his opening in February. . . . A victim of the flu was J. D. Shepherd, Rex, DeValls Bluff, Ark. . . . Visiting on Row was C. J. Collier, Globe, Shaw, Miss. . . . Cecil Mayberry and wife have sold the New Basin, Eureka Springs, Ark., to John Gray, Tulsa, Okla. Mayberry will retain the Berryville, Ark., theatre.

New Orleans

Roger Corman and James Nicholson, The American Releasing Company, Hollywood, will meet here with their southern distributing representatives, J. Francis White, Charlotte; Joy N. Houck and Harold "Babe" Cohen, New Orleans; Herman Beiersdorf, Dallas, and Fred Meyers, Memphis at the Jung Hotel. Also here for the conclave will be the company's Indianapolis distributor Bob Harrell. . . . Alfred Ruh, assistant manager, Pittman's Tiger, has been advanced to the managerial post. . . . Callers at J. G. Broggi, buying and booking headquarters were Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss; Eugene T. Calongne, Bell; P. Pecunia, Beverly, Gretna, La., and Anthony Fiorita, Pix. . . . T. A. Pittman, president and Earl Perry, general manager, Pittman Theatres, rate a thank you for renewal subscriptions to MOTION PICTURE EXHIBITOR for the Pitt, Tiger home office, and Delta, New Orleans; Fox, Sulphur, La.; Pitt, Lake Charles, La., and the Rex and Dalton, Baton Rouge, La.

A. J. Broussard has reopened the Bruce, Crowley, La., which he kept closed since the opening of his new Chief last October. . . . Thank you Raymond Gremillion, Sales and Service representative Southeastern Theatre Equipment for your renewal subscription to MOTION PICTURE EXHIBITOR. . . . F. G. Prat, Prat-Aucoin Theatres, Vacherie, La.,

and Harold Dacey, manager, Raceland theatres Rex and Gayle, were here on their regular weekly rounds, as were Pops Molzon, Royal, Norco, La., and daughter, Anna, Royal, Labadieville, La., and Carl T. Withers, East End, Baton Rouge, La. . . . It's now grandpappy Tom Neely, manager, NTS. Daughter-in-law Ruth gave birth to a baby girl on Feb. 4. Proud father Tom, Jr., is on the sales staff at 20th-Fox. . . . Allied Theatre Owners of the Gulf States eighth annual convention is slated to be held at the Edgewater Gulf Hotel, Edgewater Park, Miss., Sunday, Monday, and Tuesday, April 3, 4, 5. . . . Thank you, Ira Olroyd, general manager, Teche, Franklin, La., for your three year renewal subscription to MOTION PICTURE EXHIBITOR. . . . R. A. Sellers one of the four owners interested in Hub Drive-In Theatres, Inc., reported that they shut down operations at the Lafayette Drive-In, Lafayette, La. . . . Cy Bridges, one of film rows veteran salesmen rounded out his 65th birthday.

In town to promote the various movies either now playing or slated for an early in-town showing were Leon Uris, author of "Battle Cry," the noval on which the Warners movie of the same name is based. He was accompanied by his wife, the former lady Marine Sergeant, Betty Beck, Waterloo, Ia. . . . Another who was here to publicize MGM's "Green Fire" and "Bad Day at Black Rock," in which he plays was actor John Ericson. He was accompanied by his wife, singer Milly Coury, who is on a nationwide tour with him. . . . Also here for a couple days, was Mrs. Edwin Wideman and her 800 pound pachyderm "Dorothy," to trumpet MGM's "Jupiter's Darling."

Warners division manager, John Kirby, and district manager, W. O. Williamson, Jr., visited with Lucas Conner and staff at the local branch. . . . Exhibitors seen on the Row were Joseph Barcelona, Regina and Tivoli, Baton Rouge, La.; Maurice Venable, Cankton, Cankton, La.; Ira Olroyd, Teche, Franklin, La., Roy Saxon, Kentwood, La., and Alex Rosenthal, Joy and Silver City, Alexandria, La. . . . Fred B. McLendon, Al Morgan and W. B. Johnson, Fred B. McLendon's theatres, Union Springs, Ala., were here on a three day buying and booking trek. . . . Thank you, Clara Cote, Paramount Gulf "Hello Girl" joining the family of MOTION PICTURE EXHIBITOR readers.

Darwin Jacoby, Berlo Vending Company, Philadelphia, Pa., was in town as was the company's special representative Samuel W. Alexander. . . . Charlie's Snack Shop, which has catered to Filmrow-ites for 14 years closed. The structure, along with Schaffer's Film depot will soon be razed to give way to UA's new modern film exchange, construction of which will soon get underway. . . . Urban and suburban exhibitors making the rounds were G. E. Wiltse, owner and manager Robert Ricourd, St. Bernard Drive-In; J. A. Parker, Gordon, Westwego, La.; Mrs. Bertha Foster, Violet, La.; Phillip Corte, Garden; Rene "Wompi" Brunet, Imperial; Bill Shiell, Marrero Drive-In, Marrero, La.; Paul Brunet, Dixie; S. E. Mortimore; Lyall Shiell; Frank Olah's Sr. and Jr., Skyvue; B. J. Keyhan, Gretna Greens Drive-In, Gretna, La.; William Sendy, Patio, and S. J. Gulino, Kenner, Kenner, La.

Paul Shallcross, representative American Desk Manufacturing Company, Temple, Tex., handled the sale of all new Ambassador chairs which Rene Brunet will have installed in the Imperial. . . . Ernest Delahaye, Gwen, Maringouin, La., and O. Gaude, Magic, Port Allen, O., were in, as was John Luster, general manager W. W. Page Amusement Company, Robeline, La., who informed us that they were remodeling and converting a commercial building in Coushatta, La., into a theatre which will be known as the Paco. This will be their second indoor in that town and their eighth scattered in towns in Louisiana plus a drive-in in Leesville, La. . . . Mrs. Catherine Bonneval, secretary at Allied Theatre Owners of Gulf States headquarters, observed a birthday on Feb. 3, and on Feb. 8 the Bonnevals rounded out 26 years of blissful wedded life.

Harold Bailey, Gentilly; Abe Berenson; R. A. Sellers, Opelousas, La.; Jack O'Quinn, Kaplan, La.; Teddy Solomon, McComb, Miss.; Milton Guidry. Lafayette, La.; congregated at Allied headquarters to chat about their forthcoming annual convention, and National Allied's Drive-In Convention from which several had just returned. . . . RKO's district manager Dave Prince was here to confer with manager Roger Lamantia and staff. . . . A. J. Broussard, Chief, Bruce, and Trail Drive-In, Crowley, La., visited with his buyer and booker Russell Callen, Associated. . . . Thank you Curtis Matherne getting on the bandwagon of MOTION PICTURE EXHIBITOR readers. Matherne joined the sales staff at Columbia replacing John Winnberry who has been given the managerial post at the company's Houston branch. . . . Mississippi exhibitors on the Row were M. A. Connett, Newton, Miss.; T. C. "Teddy" Solomon, McComb, Miss., Ed Jenner, Laurel, Miss., and Herb Hargroder, Hattiesburg, Miss. . . . Roy Saxon, Elroy, Kentwood, La., has taken over operation of the Welsh, Welsh, La. . . . Lawrence Woolner returned after a week's trek in Texas in the interest of Rebel Productions, Inc., which he, brother Bernard, and Don Kay head.

The end of the Don George circuit which had its beginning in 1934 was marked with the announcement that George had entered into contract to sell his last four theatres, two in Shreveport, La., and the other two in Bossier City, La. Thomas L. McElroy, president, McElroy Theatres; and O. D. Harrison, local hotel operator and head of wholesale tobacco company, announced they signed a contract with George for the purchase "in excess of a half million dollars" of the four theatres. The theatres are the Don, Shreveport; Venus, Shreveport; Davis, Bossier City; an the Don Drive-In, located on the Minden Road.

The Welsh, Franklinton, La., owned and operated by M. F. Welsh, has been sold to E. E. McMillan, Franklinton, and Roy L. Saxon, Kentwood, for a reported $30,000. McMillan will manage and operate with the name to be changed at a later date. . . . Joe D. Lyons, manager, Strand, Shreveport, La., recently held a special morning Disney show for pupils of the Caddo School for Exceptional Children. About 60 children, some using wheel chairs and other special equipment attended, in addition to a speech therapist at the school and her class.

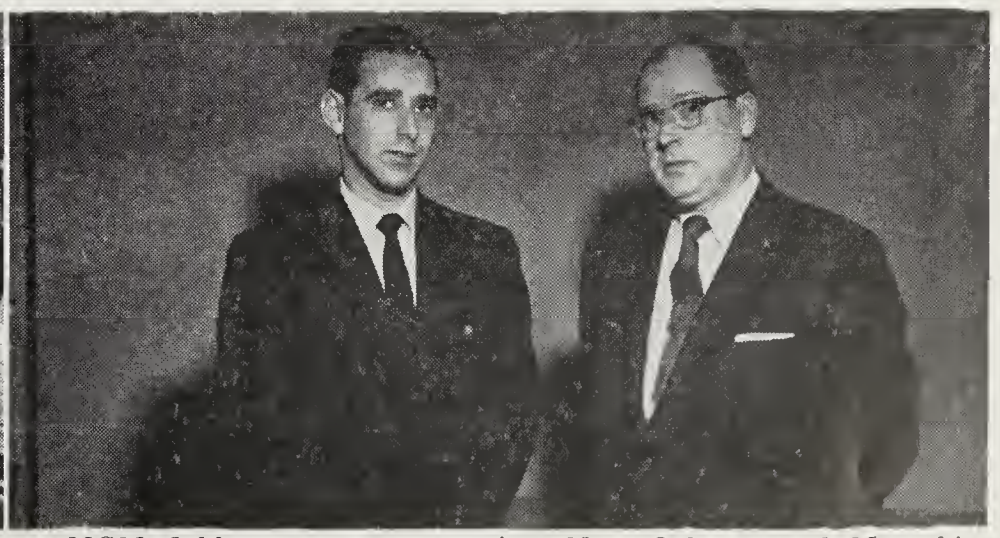
Florida

Miami

James Terry, Jr., has been appointed assistant manager, 27th Avenue Drive-In, replacing Delmar Powell, promoted to manager, North Andrews Drive-



MGM recently held its fifth Workshop at the Heidelberg Hotel, Jackson, Miss., with over 200 in attendance. Shown is a general view of the meeting, and, right, Art Katzen,



MGM field press representative, New Orleans and Memphis territories, and Emery M. Austin, director of exploitation, who were present.

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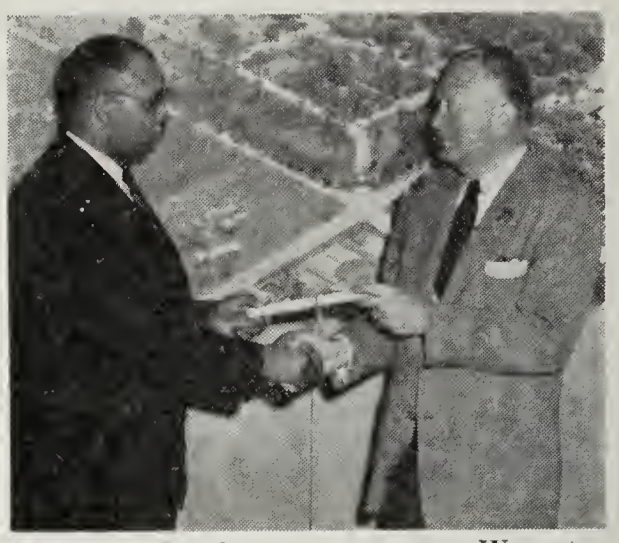
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Quantity	Items desired	Unit cost	Total
	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$.60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
	BOXOFFICE STATEMENTS:		
	. . . Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad	.25	
	. . . Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad	.25	
	PROGRAM AND RUNNING TIME SCHEDULES:		
	. . . For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad	.25	
	BOOKKEEPING SYSTEM—Book:		
	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder	1.60	
	BUSINESS ANALYSIS SPREADSHEETS:		
	. . . Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets	.50	
	PAYROLL FORMS:		
	. . . Weekly far regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
	EMPLOYE EARNINGS RECORD CARDS:		
	. . . Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards	.35	
	PETTY CASH CONTROL SYSTEM:		
	. . . Voucher pads, numbered consecutively, podded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad	.25	
	. . . Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50	.60	
	SERVICE MANUALS FOR TRAINING:		
	. . . Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each	.10	
	TOTAL REMITTANCE to cover this ORDER—→		

Direct ORDER to: MOTION PICTURE EXHIBITOR, 246-48 N. CLARION ST., PHILADELPHIA 7, PENNA. CASH, CHECK or MONEY ORDER in the proper amount, should accompany all orders

Theatre Name.....

Shipping Address



Mitchell Wolfson, co-owner, Wometco Theatres, recently received the Nathan W. Collier Meritorious Civic Achievement Award for outstanding humanitarian service, which was presented by Dr. Royal W. Puryear, president, Florida Normal and Industrial Memorial College, St. Augustine, Fla.

In, Ft. Lauderdale, Fla. . . . The Gables, Coral Gables, Fla., invited all Japanese war brides in the area to free admittance one evening during their run of "Bridges of Toko-Ri." . . . Drive-In church services at the Lauderdale Drive-In, Ft. Lauderdale, Fla., were televised over NBC's national "Home" show. . . . Don Tilzer, publicist, Claughton Theatres, had book marks located in various libraries about town plugging "Bad Day at Black Rock." . . . Wometco Circuit acquired the Sunset, South Miami, Fla., with the following managerial shifts resulting: Dick Treccase was transferred from manager, Surf, Miami Beach, Fla., to be manager, Sunset; Bill Goller was transferred from manager, Tower, to manager, Surf; Flynn Stubblefield, formerly manager, Center, was transferred to be manager, Tower, and James Frazier was appointed manager, Center.

The Capitol was the scene of a benefit midnight performance for the NAACP with local club stars performing, including film actress Louise Beavers. . . . If Broadway playgoers can pay $100 for a first night ticket to a prospective hit musical, Sonny Shepherd, Wometco district manager in charge of the forthcoming Variety Hospital benefit Show of Shows, feels that there must be similar free-spenders in the area who'll pay $100 for a ringside $20 ticket to the Variety Club-sponsored show. As an incentive, Variety will list such purchasers on its Committee of 1,000. This is a group of persons and firms which have contributed $100 toward the hospital's $100,000 fund campaign. Arthur Godfrey will be master of ceremonies and the show will feature a number of cafe and show stars, including Terry Moore.

"MovieRama of 1955" is to open at the Olympia. This unusual innovation presents in advance of general release dates scenes from major Hollywood productions. Admission was to be free—the first time any movie theatre has permitted free admission for the public to see coming attractions. Some of the scenes scheduled to be shown were from "Battle Cry," "Country Girl," "Bridges at Toko-Ri," The public was invited to voice their comments on the new idea.

NEWS OF THE Territory

BRANCHES

Cincinnati

New officers of Theatre Owners Corporation are Herman H. Hunt, president; Willis Vance, first vice-president; Gordon C. Pape, second vice-president; S. W. Huss, Jr., secretary; Maurice Chase, treasurer, and James W. McDonald, assistant secretary; treasurer and general manager.

Mrs. Herman H. Hunt, newly-elected president of the Ladies Auxiliary, Tent Three, Variety Clubs, has oppointed the following committee chairmen: Heart, Mrs. Arthur Van Gelder; membership, Mrs. Jack Finberg and Mrs. Vance Schwartz; telephone, Mrs. Harry Pollins and Mrs. A. Straus; publicity, Mrs. Sam Weiss; hospitality, Mrs. Abe Maius and Mrs. Stuart Jacobson; programs for afternoon meetings, Mrs. M. M. Dennis and Mrs. James S. Abrose; programs for evening meetings, Mrs. Max Marcus and Mrs. Robert Jacobs; food, Mrs. Allan Moritz and Mrs. Sol Greenberg; and fund raising, Mrs. Robert McNab.

When the RKO five-year lease on the Shubert runs out in a few months, it was reported the downtown house will revert to live-presentations, while the next-door Cox, where many legitimate shows have been booked, may be leased by a local television station for its audience telecasts. No information is currently available as to whether live shows will be booked into the Emery and Taft Auditorium, as in the past. . . . Robert C. McNab, 20th-Fox branch manager, and newly installed chief barker, Tent Three, Variety Clubs, announced that the club's charitable activities this year will continue to be centered around its Foundation for Retarded Children. . . . In on business were Morris Lefko, RKO district manager; Ben Fish, New York, Goldwyn representative; Richard Yates, Republic executive, and F. J. McCarthy, U-I Canadian and southern sales manager.

Exhibitors in were Chalmers Bach, Eaton, O.; Harold Raives and Joe Goldstein, Cleveland, O.; James Herb, Dayton, O.; Bob Harrell, Cleves, O.; William Settos, Springfield, O.; Harry Wheeler, Gallipolis, O.; William Goldcamp, Portsmouth, O.; G. Pekras and Frank Yassenoff, Columbus, O.; H. E. Bennett, Circleville, O.; Hank Davidson, Lynchburg, O.; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; Charles Behlen, Lexington, Ky.; J. W. Smith, Warshaw, Ky.; Harold Moore, Charleston, W. Va.; Frank Mandros, Cabin Creek, W. Va., and Joe Joseph, Parkersburg, W. Va.

The Ladies Auxiliary, Tent 3, Variety Clubs, were hostesses for Variety members and guests at a party in the clubrooms in Hotel Netherland Plaza honoring Deborah Kerr and others in the cast of "Tea and Sympathy" at the conclusion of the successful run at the Taft. . . . TOC is booking and buying for the Belpre Drive-In, Belpre, O., Kenneth Leach, owner, Marvin Leach, operator; and for the Gauley, Gauley Bridge, W. Va., Stanley Clemmens, owner.



Present at the recent opening of 20th-Fox's "Prince Of Players," Allen, Cleveland, were, left to right, Glenn Norris, eastern sales manager; Howard Highley, manager, Allen; T. O. McCleaster, central division manager; and Dick Wright, district manager, Stanley Warner Theatres.

Exhibitors seen on Film Row were George Reef, Hippodrome, Sheridan, Ind.; William T. Studebaker, Logan, Logansport, Ind.; V. E. Burkle, Rialto, Fortville, Ind.; J. P. Griffis, Boswell, Boswell, Ind.; Earl Payne, Switow Circuit, Louisville, K.; and E. E. Smith, Devon, Francisville, Ind.

William A. Hammel, 61, former treasurer, Cox, died last fortnight. He is survived by his widow, Mrs. Cecelia Wintering Hammel; his mother; a sister; and a brother. . . . Herman H. Hunt was elected president, Theatre Owners Corporation. Others elected were Willis Vance, first vice-president; Gordon C. Pape, second vice-president; Maurice Chase, treasurer; S. W. Huss, Jr., secretary; and James W. McDonald, assistant secretary-treasurer and general manager.

Cleveland

Effective Feb. 11, Republic Pictures is discontinuing its back room operations, and all inspection and shipping will be done with State Films. This is part of an economy move which will also include a move to smaller quarters for the exchange. A. E. Schiller, in charge of chain operations, is now in Cleveland looking over various locations. It is understood that the company's inspectresses, Selma Porterfield and Bernice Copelan with 36 and 11 years respectively, will be retained by State Films.

The farewell party to Howard Spiess, who is moving to St. Louis, was attended by some 90 industry members including district managers, branch managers, bookers and friends. Spiess, a Co-op booker for the past 12 years resigned to join the Smith Management Corporation, and will buy and book for midwest theatres in the St. Louis area. Horace Adams, president, Independent Theatre Owners of Ohio, as toastmaster, presented Spiess with a gold wrist watch.

City Council Lines Up Favoring Censorship

CLEVELAND — A resolution favoring the enactment of state censorship of motion pictures workable under the Supreme Court ruling was passed by the Cleveland City Council. The vote was 30 to 2. The resolution had previously been unanimously passed by the council welfare committee. The two opponents called for defeat of the measure as an infringement of freedom of democracy and freedom of free enterprise," and pointed out that present laws provided for the arrest and fair trial of offenders of decency. They were overwhelmingly voted down to the applause of some 300 people, mostly women, present in the council chamber. Although there was no debate on the measure, several proponents of movie censorship explained their vote proclaiming film censorship a "protection against shock and vulger entertainment" while another regretted the resolution did not include television.

Bill Twigg was formally installed as local Warners branch manager. He succeeds Ernest Sands, promoted to manage the company's New York City branch. . . . Irving Ludwig, Buena Vista domestic sales manager, and his assistant Jesse Chinich, were in town conferring with area sales manager Leo Greenfield. . . . Rhoda Koret moved back into the Columbia exchange, but in a new position. Recently she resigned as secretary. She returns as a booker. . . . Mark Goldman, IFE district sales manager, announced the appointment of Larry Liens as salesman in Detroit. . . . James Hihacek, Tivoli, Toledo, O., has been elected president of the Young Democrats Club of Lucas County.

Newest member of the Film Row colony is Mary Gelfand, appointed IFE cashier. . . . Harry Rice, Columbia home office exploitation representative, has been in Cleveland laying the groundwork for a campaign on "The Long Gray Line." . . . An all-steel fabricated screen tower is being erected at the Belvedere Drive-In, Painesvill, O. When completed the theatre will be equipped to show all the new pictures including CinemaScope. . . . National Theatre Supply has promoted Bob Ullman from office manager to salesman, and has appointed James Kubis to succeed him. . . . Nat Barach, National Screen Service branch manager, and Mrs. Barach celebrated their 35th wedding anniversary. Barach also accepted birthday congratulations.

Nate and Sam Schultz, Selected Theatre circuit, last week added the Maple Drive-In, Zanesville, O., to their chain of 11 indoor and five outdoor theatres. . . . Nate Schultz is vacationing in Florida. . . . E. L. Staup, Capitol, Delphos, O., was accompanied on the Film Row visit to exchange by his son, Gary, just out of service after four years in the

Air Force. . . . David Sandler, Sandler Manufacturing Company, has placed on the market a new model of his Little Inferno in-car heater that employes neither a motor nor a blower. . . . Edward Shulman borrowed a Japanese art display from the Cleveland Museum of Art to add interest to his showing of the Japanese film "Ugetsu" at the Heights Art.

Maurice Bergman, eastern studio representative for U-I will be master of ceremony at the ITOO convention banquet in Columbus, O., and William C. Gehring, 20th-Fox sales manager, will be on hand to answer questions from the convention floor. . . . All exhibitors who ran the ITO sponsored Highway Safety Trailers may have "thank you" scrolls made out in their name provided for display in their theatres or for newspaper publicity use, Bob Wile, ITO secretary notified.

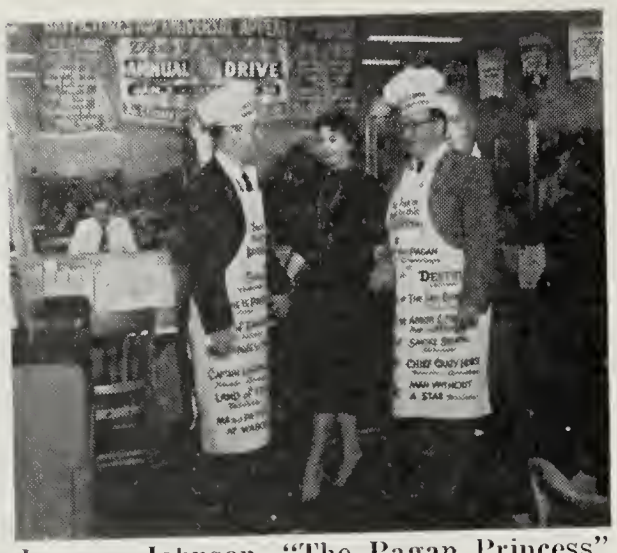
Elroy (Crazylegs) Hirsch was in on his 14-city whirlwind personal appearance tour in connection with promotional activity for Warners' "Unchained." He participated in the following events: guest of honor at Cleveland Plain Dealer Golden Gloves exhibitions; interview with high school sports editors; press luncheon for film and sports editors of press, TV and radio; TV interviews with Paul Wilcoz, WEWS; Tom Manning, WNEK; Jimmy Dudley, WXEL, and Maggie Wulf, WXEL; radio interviews with sportscaster Bob Neal, WERE, and disc jockeys of all local stations.

Detroit

First string critics of the leading newspapers and radio scene who were taken to New York for the opening of "Cinerama Holiday" included Al Weitschat, News; Walt Stevenson, Times; Helen Bower, Free Press; and Dick Osgood, WXYZ. Miss Bower went to New York a day early with Bill Green, publicist, in order to meet the principals of the picture in connection with an upcoming Free Press-Cinerama promomotion tie-in. . . . Sol Krim who has been operating art theatres in Detroit for several years stepped over into the legitimate field producing a live Shakespearian performance. His showing of the Canadian Players platform presentation of "St. Joan" was held at Masonic Hall.

Charles McGraw was a Hollywood visitor. McGraw was plugging Paramount's "Bridges of Toko-Ri." . . . Allied Theatres of Michigan laid out the convention program to be held at the Statler Feb. 22 and 23. Opening day will be devoted to MGM's Ticket Selling Workshop. In the evening conventioneers will banquet. Alden Smith is convention chairman.

United Artists publicist Howard Peral was around town spoiling everyone's winter by telling of his forthcoming boat ride to Columbia and Venezuela. . . . Linda Lee Upton was named "Miss Cinerama of 1955." She was the first baby born to a Cinerama executive this year.



Jeanne Johnson, "The Pagan Princess" in U-I's "Sign Of The Pagan," recently visited Cleveland and found time to drop in on the U-I exchange to help push the branch's participation in the company's Charles J. Feldman annual sales drive. "The Golden Baker Boys" making plenty of dough in the drive are Carl Reardon, left, Cleveland branch manager; and P. F. Rosian, right, district manager.

Indianapolis

The Indianapolis Variety Club has elected a new crew, consisting of chief barker Robert Conn; Robert Jones, first assistant; Dale McFarland, property master; William Carroll, dough guy; and canvasmen Sam Caplan, Rex Carr, Ted Nicholas, Jimmy Smith, Murray Devaney, Herman Hallberg, and Barney Brager. The Indianapolis tent is now handling the entire recreational program for Cerebral Palsy in the territory.

Harris Dudelson, Buena Vista, was in the city conferring with Abe Gelman, who is pleased with business on their "20,000 Leagues Under The Sea" now at the Indiana, here, and the Rialto, Louisville, Ky.

Manny Marcus, one of the oldtimers in the motion picture business, is enjoying the Florida sunshine. . . . Abe Gelman is sporting a new Buick convertible. . . . Allied Theatre Owners of Indiana postponed its board meeting until after the national drive board meetings at St. Louis. . . . Joe Bohn, Realart branch manager, has returned to the hospital after a brief stay on Film Row. . . . Variety Club of Indianapolis, Tent 10, will install 1955 officers and formally open its new quarters. . . . Pete DeFazio, Paramount salesman in northern Indiana, has been transferred to the Pittsburg territory. . . . Bob Conn, 20th-Fox branch manager, and salesmen Herman Hallberg and George Condon attended a sales meeting in Cleveland.

Robert Strauss arrived with Dave Friedman, Paramount field representative, for a round of appearances on behalf of "The Bridges at Toko-Ri." . . . Jeanie Johnson was in the city to launch "Sign of the Pagan." . . . Courtesy cards were issued to members of the state legislature now in session, good at more than 200 theatres in Indiana.

Milton Gurian, Allied Artists branch manager; Philip Fox, Columbia branch manager, and Herbert J. Gilles, Paramount branch manager, were in Springfield, O., on business. . . . Marie Wilkin, manager, Grand, Circleville, O., was vacationing in Florida. . . . Sandwiches and coffee featured a birthday party provided for their fellow workers at MGM by Florence Hermann, assistant cashier; Kip Smiley, salesman, and Betty Sontag, secretary. . . . William Burns, Warners head booker, and May Howard, Allied Artists head inspectress were married. . . . Jessie Smith, who has had a long convalescence from a traffic accident, has returned to 20th-Fox as a biller.

Pittsburgh

The cashier of the Arcade was robbed of $45 by a man who shoved a note at her reading: "Give me the money. I have a gun." Patrons watching "The Texas Badman" were not aware of the theft.

The following theatres have closed in the city during the past year, Avenue, Beachview, Dome, Lowrie, Lincoln, Metropolitan, Stahl, Elite, State and Rankin. . . . The local Warners exchange is going all out securing shorts dates celebrating Norman H. Moray Month in May marking his 25th anniversary with the company.

Larry Carrittie, formerly with RKO and recently with Bert Stern's co-operative buying and booking service, is the new West Virginia salesman for Warners. Dave Weir, who formerly covered this area, will return to the Mainline and Erie territory. . . . John T. McGreevey, Harris Circuit booker, was back on the job for short daily periods after his siege of ulcers which had hospitalized him. . . . Gertrude Boyle, wife of Sam Boyle, 20th-Fox head booker, sustained a broken ankle in a fall recently.

Joe Mazzei, Millvale exhibitor, and undercoverman for the FBI, was assigned last week to impound records at a Culture Institute which had been listed as a Red front, and which Mazzei had testified was a Communist headquarters. . . . Vince Josacks' daughter, Joan Carol, was recently married in Hamptonville, Va. Vince, former Film Row Warners salesman, is now in Washington covering the Roanoke, Va., territory. . . . Howard Minsky, Paramount division manager, and his assistant, Bob Weber, were in holding meetings with the entire Paramount office.

Bob Kimbel resigned as Republic shipper and will join his family in Cincinnati. Eddie Reith has resigned his Acme shipping duties to join Republic in the same capacity. . . . George Wasko, Rivoli, Portage, O., exhibitor, was elected to a third term as president of the Mainline Industrial Development Association.

The Johnny Harris twins will make their professional debuts with their mother, Donna Atwood, in the 1956 version of "Ice Capades." . . . Joe E. Brown, former Warners star, whose son is a member of the Pittsburgh Pirate business organization, was in town and made it his business to attend the Variety Club family night recently.

Alex Manos, Manos Circuit, has been recuperating at his wife's home in Philadelphia after undergoing surgery there. . . . Wilber Hepp, who operated the Lowrie, is now projectionist, Regent Square. . . . Mr. and Mrs. J. H. Alexander, RCA distributor, vacationed in the south. . . . A new unmounted print of "The Bob Mathias Story" was stolen from the Republic-Acme platform and to date has not been located. . . . A closed circuit TV theatre event is scheduled for the night of March 28 at the Stanley.

Mr. and Mrs. Bill Finkel, local exhibitor and former chief barker, left for Hollywood to spend some time with their son, Bob Finkel, the TV director. They expect to return in time for the Variety Club convention. . . . Jackie Kahn, former Stanley Warner ad head, and now in business with Joe Feldman, former Stanley Warner executive, has left with his wife and daughter for a two week vacation trip to Miami. . . . Guy V. Ida, who leased the Grand, McDonald, Pa., to Bert Stearn, Harry Hendel, Ben Amdur, and Jimmy Nash, Sr., has left on a vacation to Florida.

The Paramount exchange screening room has been renovated with a new back wall, new port holes, lighting fixtures, screen, and drapes, plus new lenses, apertures, and reflectors. . . . Bill Twig, who left for Cleveland as the new Warners branch head there, and Saul Perlman, who becomes an exhibitor with his taking over the Rivoli, Altoona, Pa., were both tendered a dinner at the Cameo restaurant.

Doris and Dewey Moore, he's the Melrose manager, have left for Durham, N. C., where Mrs. Moore, a member of the Aspinwall Veterans Hospital nursing staff will become affiliated with the Durham Vets hospital. Tom Morris, recently discharged Korean veteran, will return to his old post as Melrose manager.

Extended first-runs in downtown Pittsburgh will force a brace of Republic's new releases into a mass showing at 12 neighborhood houses. Pictures are "The Atomic Kid" and "Hells Outpost." . . . Carl Poke, local exhibitor, who has been ill with a heart condition, was in the Southside Hospital. . . . Susan Anderson, daughter of Wally Anderson, circuit operator in Northern Pennsylvania, was stricken with a kidney condition and rushed to the Buffalo General Hospital in Buffalo, N. Y. In weather 24 below zero, Wally Anderson drove 200 miles to Buffalo to see his daughter, accompanied by Mrs. Anderson.

Perry Nathan, National Screen Service manager, is vacationing in Florida. Joe Farrell and his associates of the St. Mary's Drive-In, St. Mary's, Pa., is now doing his own buying and booking after being with the Lou Hanna buying and booking office for the past six years. . . . C. J. Brown, Temple and Kane, Kane, Pa., exhibitor, finally returned home after being hospitalized with pneumonia. He intends leaving for Florida to regain his strength.



Marc Wolf, prominent Indiana exhibitor, recently turned over Joint Committee on Toll-TV contribution pledges from Indiana exhibitors to William A. Carroll, executive secretary, Allied Theatre Owners of Indiana, who forwarded them to Philip Harling, treasurer, Joint Committee on Toll-TV.

Sam Milberg, RKO salesman, was in Kane, Pa., recently and the weather outside was 36 below zero. . . . Dave Weir, Warners West Virginia salesman, recently had an auto smashup and was hospitalized with a severe back injury. . . . Mr. and Mrs. Harry Rachiel, local theatre owners, returned from Milwaukee, where they attended the opening of the Circle, which they had formerly owned and leased some months ago to a group headed by Frederick C. Miller, who was killed in a plane crash a month ago.

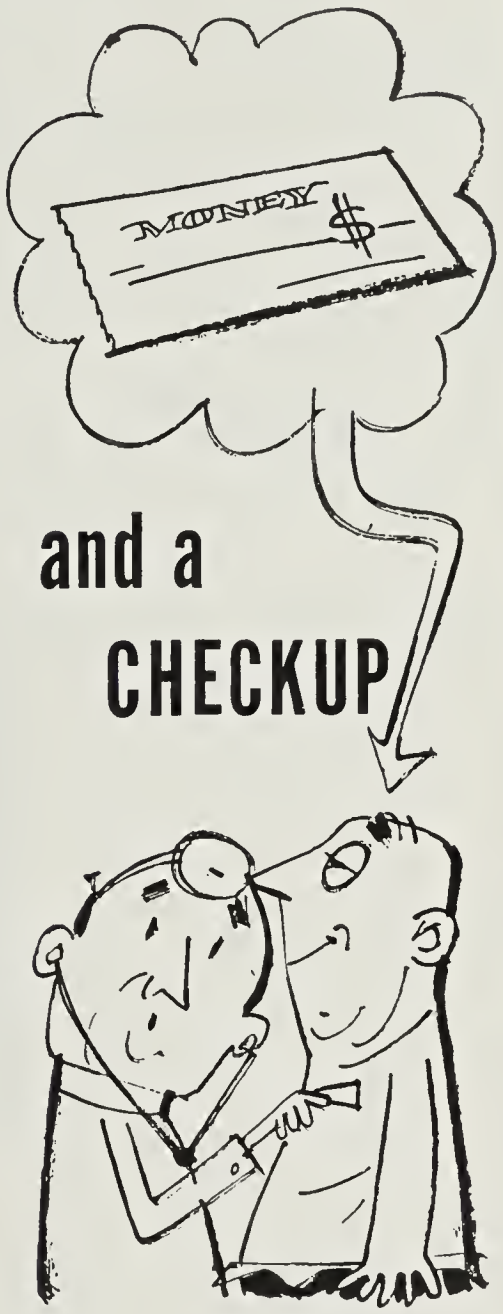
Albert K. (Rosey) Rowswell, 71, who for the past 19 years had broadcast the play-by-play description of the home games of the Pittsburgh Pirates baseball club, died unexpectedly at his suburban home. He was well known in the area not only as a sportscaster, but as a master of ceremonies and speaker at banquets, and was also well known in the film industry.

John Rigas, Coudersport, Coudersport, Pa., had to take his wife and baby to Wellsville, N. Y., in 24 below weather to see his mother who became critically ill. . . . Dr. Harry C. Winslow, owner, Park, Meadville, Pa., and also radio station WMGW, was mighty proud of



Jack Dolde, former assistant manager, Loew's Penn, Pittsburgh, was appointed assistant manager, Loew's, Columbus, Ohio. A native of Pittsburgh, he has just returned from two years' army service, where he was a sergeant in the First Armored Division at Fort Hood, Texas.

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his station manager, Bob Trace who received the award as the outstanding young man of the year, from the Meadville Junior Chamber of Commerce.

Ohio

Columbus

Funeral services for Albert Sugarman, retired local theatreman, were held. He died at Jackson Memorial Hospital, Miami, Fla. Sugarman is survived by his wife, Betty, and his son.

Mount Vernon

George Cameron, Schine's Vernon, for his engagement of "20,000 Leagues Under The Sea," had a window display with Kresge's consisting of an aquarium with four different colored fish in it. One side of the tank was called "Kresge's Aquarium," the other side, "20,000 Leagues Under The Sea." Between the two sides was a dividing line made with a piece of tin. A hole was cut in the tin, but was taped until at a specified time it was opened. The object of this was that the first 10 persons guessing what color fish would enter the "20,000 League" side first got a free ticket to see the picture. Guesses were left at the pet counter. Over 200 guesses plus plenty of good advertising and a lot of laughs, resulted from the idea, which got excellent results.

Pennsylvania

Grove City

James G. Bell, Guthrie-Lee Theatres, received a write up in a recent edition of the Grove City Chamber of Commerce Bulletin outlining all he had done the past year as head of the Merchants Committee. This was just one of the many things he was active in the past year to help create a good public relations job for the theatre. He was president, Grove City Safety Council and headed the local committee for the President's Drive Safely Day, when the city received a plaque for no fatal accidents as well as a citation for its efforts in the "Slow Down and Live" campaign.

Catholic Editorial Defends Censors

COLUMBUS, O. — "Weak-willed people" must be "protected from themselves," said The Catholic Times editorially in calling for enactment of a stronger Ohio censorship law. The Times is the official publication of the Columbus diocese.

Censorship "to weed out the filth from the movies and every sort of entertainment" is but the "practical application of the commandments given by an all-wise and loving Father to His children for their own good," said the editorial, titled "Freedom For The Movies."

The newspaper, contending that censorship is needed "for the protection of the morals of youth," said that basic issue is whether the state's control of examining and licensing of films and the prohibition of "obscene, immoral films" constitute a violation of our rights of freedom of speech and expression.

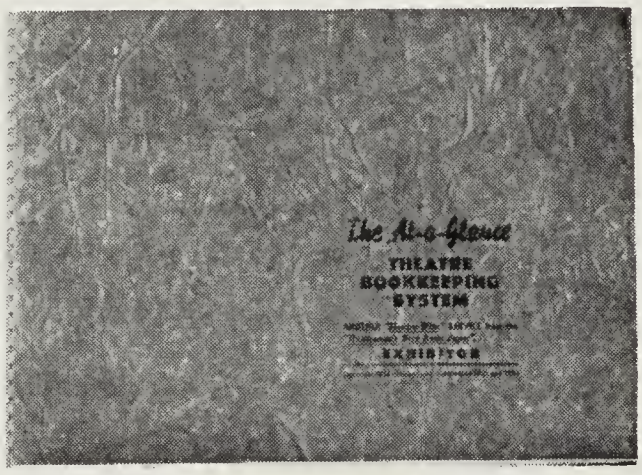
"Is not the pure heart of the child to be protected against the filth now current on the movie house screen and on television?" asked the editorial. "The inability of the youth of today to restrain the sexual urge is due to the fact that they have already indulged too long and too frequently. Molestings, rape, and crimes of every sort which have their origin in sexual passion are already so numerous as to make one wonder whether ours is a Christian and civilized society. Intelligent people ought to understand this. Unfortunately, too many advise being open and frank in sex matters. Indulgence, they tell us, is normal; restraint is abnormal. Such tommyrot! These same people would prohibit all use of alcohol and are staunch defenders of the narcotics laws.

"License is not freedom. It could be expected that educated and intelligent people would understand this. Men have an even greater obligation to protect themselves against moral disease than they have to prevent bodily decay. Almighty God gave us the Ten Commandments. He did not ask us whether or not we wanted them. And no one thinks of Him as thereby denying us our freedom. God knew what was best for weak human nature."

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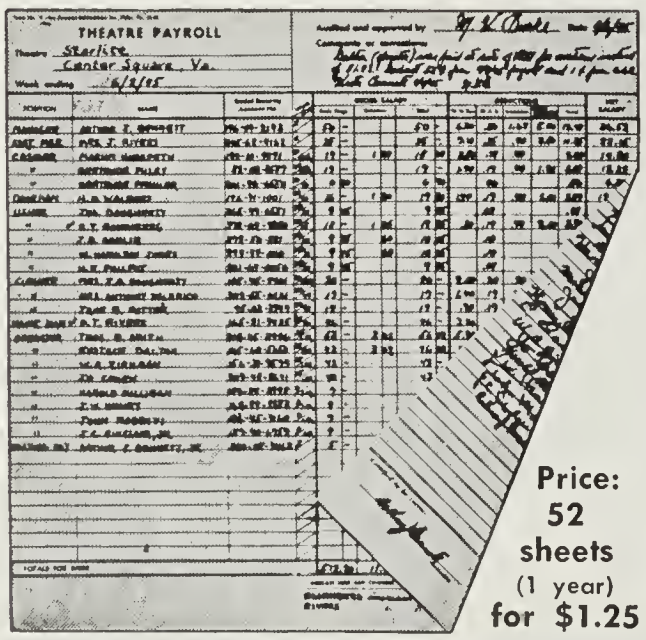
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2nd—*Weekly* PAYROLL FORMS . . . for use whenever employees are paid in cash for Salary or Overtime



● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

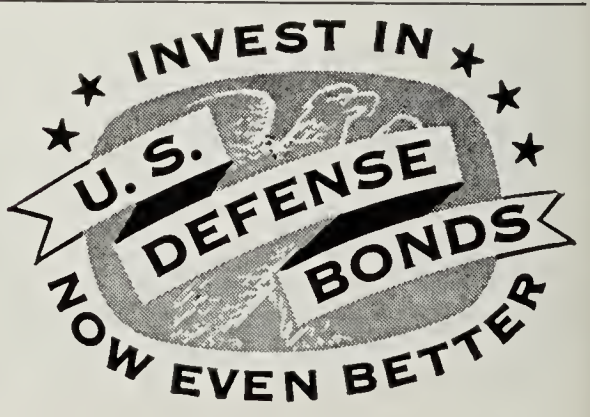
● Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc. One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

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NEWS OF THE Territory

Chicago

Twenty-three films, almost a fourth of the 107 examined by the Chicago Police Censor Board in January, were from abroad. Total footage was 488,000 feet. Eight cuts were made but there were no rejections and none labled adult. . . . The Apollo, Princeton, Ill., managed by Robert Alger, installed a wide screen.

Peter Heller presented his dad, film financier Walter Heller, with a new grandchild, Terrel Lynn. . . . Benjamin M. Montee bought the interest of Howard F. Busey in the El Fran Theatres, Inc., which operated the Times, Jacksonville, Ill. Montee is owner of the Plaza and the Star, Marion, Ill. . . . The Cosmo, Ray and Sun have been converted into ballrooms.

The constant increase in movie attendance over the past two years was again shown in the city tax collections for January. The take for the month was $91,451 as compared with $89,489 for that period a year ago. Similarly, total amusement taxes reached $160,836 in January as against $148,507 in 1954. . . . Bloomer circuit installed large screens in the Starlight Drive-In, Alton, Ill., and Skyview Drive-In, Belleville, Ill. . . . Eugene Wrobel, 28, screen room projectionist at WGN, died. His parents and a brother survive. . . . Richard J. Bregenzer completed his army stint and returned to the B. and K. staff. . . . Burtus Bishop, Jr., MGM midwest manager, visited the exchanges in his territory.

An additional innovation by Chief Barker Jack Kirsch to increase attendance at Variety Clubrooms in the Congress hotel are Wednesday stag nights to which members may invite their friends. Drawing cards are fight broadcasts and free refreshments. . . . Stanford Kohlberg, recent purchaser of the Starlite Drive-In, found the ice-skating rink he installed made such a hit that he doubled its size. . . . New wide screen installations include the Clark, Barry, Ill., and the Esquire, East St. Louis, Ill. The latter was completely refurbished. . . . Eddie Seguin, B. and K. publicist, is handling publicity for the Society of Motion Picture and Television convention to be held at Drake hotel in April.

William G. Thick, owner, Bogar and Garden, Marshall, Mich., passed on. . . . Abe Platt, B. and K. division manager, is taking his usual West Indies winter cruise. . . . George Shupert, ABC films president, came for sales conferences. . . . Through agreement by attorneys, federal judge Campbell postponed the $30 million Essaness suit against B. and K., Winston Theatre Company and majors to Sept. 12. It had been previously set for March 1. . . . Nate Platt, B. and K. stage star hunter, is sojourning at Palm Beach, Fla. Objective: tan, not talent.

Walter E. Heller, film financier, reported his company had record business volume and earnings of $2,413,997 in 1954, a gain of 16 per cent over 1953. Per share profit based on the number of outstanding shares was $3.57 in 1954 as against $3.17 the year before. . . . Bill Balaban, son of the local movie theatre magnate, has been placed in charge of a new "closed circuit" division of ABC-TV. He'll cooperate with theatre TV efforts.

George Sidney, MGM's top director came with his wife, drama coach Lillian Burns, for a visit with her family here. Sidney also scouted Chicago locations for an upcoming movie. . . . Illinois theatremen visiting in St. Louis were Edwin Morgan, Temple, Staunton, Ill.; Lous Odorizzi, Mount Olive, Ill., and Woody Proffer, Ramsey, Ill. . . . John Balaban, B. and K. chieftan, and his wife are enjoying the winter in Havana.

Dallas

An 18-year-old theatre usher has admitted starting the four attempts to set off major fires in two of the downtown theatres. He was also questioned regarding the $40,000 fire at the Airway. The usher has signed a statement admitting setting the fires in the Capitol and Rialto. His explanation of doing so was "he got a thrill out of seeing the flames shoot up." The youth was arrested shortly after he had helped to put out one of the fires he had just started. The fire investigators had suspected arson since first hearing of the fires. . . . Harry K. McWilliams, formorly advertising director, Palace, Melba, Old Mill and Arcadia, has been appointed assistant advertising, publicity and exploitation director for Magna Theatre Corporation in New York, world-wide distributors of Rogers and Hammerstein's production of "Oklahoma," filmed in Todd-AO. . . . William W. Lewis, has taken over as managing director of the Cinerama Theatre at the Melba. Paul Swater, Lewis' predecessor at the Melba, was transferred to the soon-to-open Cinerama Theatre, Buffalo, New York. . . . Frank Nelson, Grand and Circus, McCamey, was seen on the Row.

Denver

The Paramount will be used as the local outlet for the CARE benefit closed circuit television on March 28. Denver is the only city in the region that will see the show and one of 40 in the nation. The committee hopes to raise about $4,500 locally by the effort.

Katy Jurado was here for the opening of "The Racers" at the Denver. She also worked for the Heart Fund drive while here. She was met at the airport by 60 racing and foreign cars and they escorted her downtown. . . . Frank H. Ricketson, Jr., Fox Inter-Mountain Theatres president, went to Los Angeles to attend the National Theatres board meeting, and then flew to Missoula, Mont., to attend the world premiere of "Timberjack" at the Fox.

Mr. and Mrs. Ted Knox, Service Theatre Supply, went south on vacation, going as far as Jaurez, Mexico. . . . Jim Parsons, National Screen Service branch manager, flew to Miami, Fla., to attend one of the series of manager meetings being held there by Herman Robbins, company president. . . . Cy Lee has closed out his Poppers Supply, selling the stock and equipment to National Theatre Supply. Lee is moving to Colorado Springs, Colo., and will enter other business.

Mr. and Mrs. J. C. Johnson, Fairview, Mont., theatre owners, passed through on their way to a California vacation. . . . IATSE Local 230 is still picketing the Evans Drive-In because of the theatre's refusal to use a union man in the booth. The union had a contract with the ozoner until Nov. 1, when they were notified their man would not be used further.

Hal Fuller, Dimension Pictures owner, in from his Salt Lake City headquarters, was looking after matters at his exchange. . . . Tommy McMahon, salesman for Beuna Vista in Salt Lake City, was in conferring with Marvin Goldfarb, district supervisor, prior to the latter's departure to Kansas City on a sales trip.

M. R. Austin, United Artists branch manager, was in New Mexico two weeks on a sales trip with Herb Buschmann, salesman, who headquarters in Albuquerque. While there, they met and conferred with Ralph Smith, western division manager. . . . Richard Ivy, former salesman, Paramount, is now assistant booker, Columbia, San Francisco.

Edward Remig, Film Distributors Audit Company, was in checking some of the independent exchanges. . . . Jack Felix, branch manager, Allied Artists, and Harold Wirthwein, division manager, made a sales trip to Albuquerque, N. M. . . . Neal Beezley, Burlington, Colo., president, Allied Rocky Mountain Independent Theatres, flew to St. Louis to attend the Allied board meeting and the drive-in convention.

Seen on Film Row were Llyod Greve, Eagle, Colo.; J. K. Powell, Wray, Colo.; Ray Davis, Cheyenne, Wyo.; Larry Starsmore, Colorado Springs, Colo.; Teno Roncalio, Rock Springs, Wyo.; Wayne Bauer, Mancos, Colo.; Mr. and Mrs. Don Monson, Rifle, Colo.; George and Harold McCormick, Canon City, Colo.; Neal Beezley, Burlington, Colo.; and Lionel Semon, Pueblo, Colo.

William T. Hastings, manager, Orpheum, reported to police that he returned to his home from the theatre and discovered someone had thrown a brick through his front window. Another window covering a flower bed was damaged also. Hastings did not estimate the loss, but told police he had to eject a dozen boys from the

theatre the day before and that they may have done the damage in an act of vengeance. . . . Representatives of Denver women's civic groups plan a CARE benefit closed circuit television extravaganza to be shown at the Paramount on March 28. Denver will be one of 40 cities, and the only one in the Rocky Mountain area, to get the show, to be televised by the American National Theatre and Academy, who will divide proceeds on a 50-50 basis with CARE.

Des Moines

Clifford L. Niles, 76, former theatre operator, died at his home in Anamosa, Ia., from cancer. He is survived by five daughters and one son, Charles, who at one time was national treasurer for Allied. . . . F. W. Naulteus sold his Maple, Mapleton, Ia., to Charles D. Vickers of Cudahy, Wis. . . . Don Hicks, manager, Paramount, has returned to his desk after an illness of 10 days.

Kansas City

Two important independent circuit heads, after attending MGM Workshops at Jackson, Miss., and Memphis, Tenn., were so impressed with the sessions, they have decided to send their managers and key home office personnel to the Kansas City workshop, March 3 and the Dallas workshop, March 9. M. B. Smith, director of advertising, publicity and public relations, Commonwealth Circuit, Kansas City, Mo., has notified Mike Simons, director of customer relations and conductor of the workshops, that the circuit will send 39 managers, five district men and two home office executives to the Kansas City session. Thomas E. McElroy, managing director of the circuit bearing his name, Shreveport, La., attended the Jackson, Miss., session and advised MGM that, he was making plans for all key personnel in the organization to attend the March 9 workshop at Dallas.

Bob Wolfe, office manager, Columbia, has resigned his position to become salesman for IFE. He will cover Des Moines, Omaha, and Denver, headquartering here. . . . Claude E. Morris, Jack Thomas Productions representative, has been in Kansas City several weeks. He has set "Karamoja" and "Half Way To Hell" with all major circuits. . . . Zella Faulkner, office secretary, Kansas-Missouri Theatre Association, and her husband left for a vacation in New Orleans.

Janet Crosswhite, Commonwealth secretary, was in an automobile accident and is confined in St. Lukes Hospital. . . . Bert Pirosh, head film buyer, National Theatres, was a Kansas City visitor at the Fox Midwest office. He was on his way back to Los Angeles after visiting in New York and Milwaukee. . . . Gene Snitz, Columbia salesman, hosted an area screening at the Mary Lou, Marshall, Mo. The screening was followed by a luncheon and cocktail hour. Radio and newspapermen from Brookfield, Boonville, Sedalia, and Marshall were invited. The picture screened was "The Long Gray Line."



Governor Goodwin J. Knight of California recently went on record honoring MGM and the month of February as "Go To The Movies Month." He is seen signing the proclamation in his offlice with, left to right, Bill Blake, MGM San Francisco field press representative; Mrs. Virginia Knight; and Hulda McGinn, executive secretary and legislative representative of the California Theatre Owners Association, looking on.

Visitors on Film Row were Leon Pugh, Fort Scott, Kans.; Harold Owen, Seymour, Mo.; Marvin Banks, St. Louis; and John Smith, Stockton, Mo.

Los Angeles

Jerry Schur, who until recently managed the Cretona, a George Skouras enterprise, is now a resident of Los Angeles. . . . The recent dance held by Variety Tent 25 was so successful that it will be scheduled as a regular monthly social event. . . . Sam Aspass, National Theatre Supply, is recuperating at home after being hospitalized for surgery. . . . Carl Miller, recently made branch manager of Warners branch office in San Francisco, was vacationing here. . . . At a luncheon held at Roger Young's and attended by bookers, salesmen and exhibitors, Frank Reimer was feted by his friends and associates to celebrate his promotion to branch manager of Warners office in Milwaukee. Reimer was presented gifts of matched luggage and an electric razor from the office staff. . . . Off to Honolulu with his wife for a vacation was Irving Levin of Realart Pictures. . . . Max Fellerman, who operates the Astor and Victoria, New York, returned east after a 10-day stay here, during which time he visited the major studios. . . . Hap Simpson, formerly associated with Vinnicof Theatres, is currently managing the FWC Granada, Wilmington, Cal. . . . George Tripp, Warners salesman, was back from a swing through the Arizona territory. . . . Spied on the Row buying and booking were Bill Alford, Desert, Hot Springs, Calif.; Bert Kramer, Coronado, Calif.; Joe Markowitz, Encinitas, Calif.; Gordon West, Fillmore, Calif.; and Moses Hernandez, Guadalupe, Calif.

Milwaukee

Melvin Dhein, is the new owner of the Stratford, purchasing same from Frank Carthart, the former owner. . . . Henry Grozga is the newly elected president of the Milwaukee Motion Picture Commission. The commission has appointed 18 persons to assist in its film reviewing chore. . . . Mike Simons, MGM director of customer relations, announced that Milwaukee ticket selling workshop has been advanced to March 28 instead of May 2 and will be held in conjunction with the Allied of Wisconsin's Convention in Milwaukee. . . . The Fenway, Fennimore, Wis., and the Falls, Menominee Falls, Wis., have installed CinemaScope with wide screens and anamorphic projection.

The recent meeting held at the Miller Brewery by Wisconsin Variety Club was well attended. Their new quarters in the Schroeder Hotel, south room, is open for cards for club members. On Feb. 27 a business and board meeting will be held with a dinner in honor of George Hoover, international chief barker. . . . Dick Katz, U-I booker, is the proud father of a new baby boy, named Allen David. This is his first child.

Phil Newman, new manager, Standard's Delavan, Delavan, Wis., replaces Erv Steffens, who was killed in an automobile accident, last week. Newman formerly managed the Palmyra, Palmyra, Wis. . . . Paul Zimmerman, former booker at U-I and Fox Wisconsin Theatres is now managing the Honey Bear Farm.

Estelle Steinbach, Fox Wisconsin Amusement Corporation, is chairman of the Blue Mothers March of Dimes, which is being held now. . . . William H. Cooper, international secretary-treasurer, Building Service Employees Union, which handled maintenance of the theatres in Milwaukee, died.

Minneapolis

Howard Gould has taken over management, Crystal, Glencoe, Minn., for his brother, George, who will devote his time to other business interests. . . . Charles Weiner, sales representative, Buena Vista, attended the company's first regional sales conference at the Blackstone hotel in Chicago. . . . Ivan Fuldauer, MGM midwest press representative, was in helping Norm Levinson, new regional press man, make contacts in the Twin Cities. . . . Recent out-of-town exhibitors on the Row were Clint Norene, Frederick, Wis.; Mel Ehlers, Arlington, Minn.; and Joe Breezinski, Greenwood, Wis. . . . Ben Segal, auditor, Selznick Releasing Organization, was at Independent Film Distributors. . . . Wedding bells rang recently for Bill Burke, booker, MGM.

Don Swartz, operator, Independent Film Distributors, is sporting a nice tan after returning from a vacation in Miami Beach. . . . C. J. (Fay) Dressell, branch manager, RKO, was in St. Mary's hospital for a checkup. . . . Theatres which have installed CinemaScope recently include the Lyceum, Deer River, Minn.; Lyceum, Gilbert, Minn.; Capitol, Bristol, S. D.; New Webster, Webster, S. D., and Elk, Elkton, S. D.

Village fathers of suburban Golden Valley, Minn., have decided to uphold an anti-drive-in ordinance put on the books several years ago by a previous council, and have turned down a proposed $600,000 amusement center, which

was to include a drive-in. Also to be included in the center were a roller skating rink, home film rental agency, restaurant, 24-lane bowling alley and an indoor theatre. Walter F. Stepnitz, the developer, a St. Paul, Minn., insurance man, still has hopes of "selling" Golden Valley residents on the desirability of the amusement center. The drive-in itself is slated to cost $100,000. Stepnitz' attorney said there is a "substantial question" over the validity of the anti-drive-in ordinance.

Philip Winslow, Waterloo, Ia., sold his three-fourths interest in the Starlight drive-in, to Central States Theatres, Des Moines, Ia. . . . The Rex, Beloit, Wis., is undergoing an extensive remodeling job. House is sponsoring a contest for a new name for the theatre. . . . Roxy, Hinckley, Minn., has installed a new heating plant. Ditto the Stanton, Hazen, N. D. . . . Harry Weiss, RKO Theatres district manager, attended meetings at the home office in New York and upon returning headed for Denver for a swing around his territory. . . . Parent-Teacher Association groups at Austin, Minn., are studying a plan to modify the local curfew law. Groups also are considering sponsorship of a juvenile film series in cooperation with Minnesota Amusement Company.

Oklahoma City

Ray Hughes, Liberty, Heavener, Okla., suffered a heart attack. It is reported he is recuperating comfortably at home. . . . Sam Brunk, representative for Buena Vista, says they will open a branch office here. . . . The Sooner and Cherokee, Enid, Okla., have installed wide-screens.

Earl Pugh, booker, Paramount, and his mother have moved into their new home. . . . Two men robbed the Airline Drive-In. The bandit netted about $20 in the robbery. Theatre employees had put away several hundred dollars before the robbery. Edward Ogle, cashier, gave officers a description of the two bandits.

Cliff Applewhite, Liberty, Carnegie, Okla., is recovering from an attack of virus pneumonia. . . . F. B. Phillips and family, Palace, Boise City, Okla., returned from a vacation in New Mexico. . . . Bill Dooley plans on opening his new drive-in in Laverne, Okla., around the first of May. . . . Ben Terry, Woodward, Woodward, Okla., has been confined to his home the past two weeks due to illness. . . . Don Cole and his wife, Bison, Buffalo, Okla., returned from a visit in West Plains, Mo.

The Palace, Boise City, Okla., and the Long, Keyes, Okla., have installed wide screens. . . . The Terrytime Drive-In Woodward, Okla., has installed a wide-screen and CinemaScope. . . . The Bison, Buffalo, Okla., has installed a wide-screen.

Out-of-town exhibitors seen on Film Row were Joel Johnson, Tower, Cement, Okla.; Jess Cooper, Lyric, Chelsea, Okla.; Henry Simpson, Princess and



Seen entraining recently at Los Angeles for Missoula, Montana, to attend the world premiere of Republic's "Timberjack" at the Fox and Roxy are Herbert J. Yates, third from left, president, Republic; Vera Ralston, top; Chill Wills, left; Adrian Booth, David Brian, Adolphe Menjou and Rex Allen.

Walmur, Bristow, Okla.; Gerald Bullard Star, Morris, Okla.; Mrs. Doris Callahan, Grand, Locust Grove, Okla.; Oral D. Wingard, Ritz, Jay, Okla.; Adolph Bell, Fawn, Jones, Okla.; Bill Slepka, Crystal and Jewel, Okemah, Okla.; B. J. McKenna, Oklahoma, Norman, Okla.; Robert E. McFarland, Coronado and Lake Air Drive-In, Putnam City, Okla.; Clyde Phillips, Eagle, Stilwell, Okla.; and Woody M. Minor, Pix, Wewoka, Okla.

Omaha

Mr. and Mrs. E. Opocensky, formerly of Cedar Rapids, Neb., reopened the Strand, Newman Grove, Neb., last week. . . . Pinky McIlvaine, manager, Brandeis, announced he has a new assistant, John Gaul, who served the RKO circuit at Dubuque and Sioux City, Ia. . . . Arva (Jim) Burrus, exhibitor, Crete, Neb., since 1920, died at the age of 79. He is survived by his wife, two sons, Samuel and Howard, and daughter Ruth, all of Crete. . . . A. G. Hunt, another pioneer outstate exhibitor who operated the theatre at Ravenna, Neb., before World War I, died at Grand Island at the age of 90.

A crew of movie industry bowlers with averages ranging from 50 to 190 are engaging in team competition weekly at Chop's Alleys. Ace is Bill Barker, who last week won the Sweepstakes Tournament at Sioux City, Ia., and recently had a 743 series. Pat Halloran, MGM salesman with a strong 180 average, is warming up his game with his eye on Barker's laurels.

Mike Williams, Arcadia exhibitor, is recuperating after being hospitalized at Aurora for a throat ailment. Dick Marvel, St. Paul exhibitor, has been taking care of Mike's booking. . . . Mrs. Frank Hollingsworth, wife of the Beatrice exhibitor, vacationed in Arizona. Their daughter and son-in-law, Pat and Leonard Glien, have been assisting in running the Holly. . . . Marie Franksen, RKO inspectress more than 30 years, retired last week. . . . Mr. and Mrs. Howard Kennedy, Bow, at Broken Bow, Ia., are back from a trip through the south.

Portland

Russ Brown, Evergreen Oregon manager, is in Los Angeles as acting editor of National Theatre's Showman, pinch-hitting for Dean Haskell, hospitalized for a hip injury. Oscar Nyberg, Evergreen's Fox manager, replaces Brown during his absence. . . . Mrs. J. J. Parker, president, Parker Theatres, has returned from a vacation trip to Los Angeles. Tom Walsh, Parker's executive assistant, is on a vacation.

A 46-pound Puget Sound octopus with a 12-foot spread was presented to Herb Royster, Parker publicity and advertising director, by members of the Oregon Skin Divers club as a stand-in for Jane Russell, unable to attend the Oregon Premiere of "Underwater!" at Parker's Broadway. . . . Exploiteers in town included Allan Weider, MGM; and Earl Keate, United Artists.

St. Louis

Eddie Rosecam, Hannibal, Mo., has installed CinemaScope equipment in his Rialto, Cape Girardeau, Mo.; the Rialto, Illmo, Mo., in which he is associated with Truman H. Putz, and in the Rialto, Hannibal, Mo. Victor Klarsfeld is his partner and manager in the Rialto at Cape Girardeau, Mo. . . . CinemaScope equipment has been installed in the Gem, Chester, Ill., and the Capitol, Rosiclare, Ill. . . . The 67 Drive-In Theatre, on U. S. No. 67 near Jacksonville, Ill., owned by the Central Amusement Company, has made the necessary changes to screen and other equipment to permit the presentation of CinemaScope pictures.

The New Shenandoah, 900-seat unit of the Komm Circuit, became the Apache. In the process of readying the house for the switch in title Louis Jablonow, general manager of the circuit, made improvements, including a new sign, changes to the marquee, a new entrance to the lobby, new carpeting, and the seats were reupholstered. A major improvement is a new Walker American wide screen. . . . In Cottage Hills, Ill., the installation of an RCA Dynalite screen, 30 feet wide, purchased through the St. Louis Theatre Supply Company, was recently completed for the Rio, owned and operated by Leo J. Pavish. . . . In Mound City, Ill., the Arlee, owned by Arthur G. Struck, was reopened after being closed for three days to permit the installation of a new wide panoramic screen. The screen is 26 feet wide and much higher than the old screen. It was necessary to alter the stage, and change the steam pipes and electric equipment to make room for the larger screen. New lenses also were installed to permit the showing of CinemaScope pictures. The sound system of the house also is being modernized.

Andy Dietz, head, Andy Dietz Enterprises, has announced that his Cooperative Theatres, an independent booking and buying agency, has added three new theatres to its list of clients. These additions are the Airport Drive-In, Paducah, Ky., and the Charleston Drive-In, Charleston, Mo., both owned and operat-

ed by Doby Stout of Cairo, Ill., and The Home of the Stars Drive-In now nearing completion near Chaffee, Mo. This 350-car project will be opened about March 25 by Robert H. Capshow, a Chaffee automobile dealer, who is a newcomer to the motion picture business. These new clients increase to 13 drive-ins and seven conventional theatres the number of units served by Cooperative Theatres, Dietz said. . . . F. J. A. McCarthy, southern and Canadian division sales manager for U-I, and H. H. Martin, Dallas, Tex., district manager, were in for a sales meeting with St. Louis manager Harry Hynes, and his sales staff.

In Herrin, Ill., funeral services for Mrs. Bart Meinardi, 78, mother of Johnny Meinardi, St. Louis district manager, Fox Midwest Theatres, were conducted recently. Mrs. Meinardi died following a heart attack. . . . In East St. Louis, Ill., the old Avenue Theatre Building will be razed to make way for a modern building. . . . A motion of the defendants Columbia Pictures Corporation, Loew's, Inc., and Loew's Dayton Theatre Company, operator of Loew's State Theatre here to discuss the anti-trust damage suit of the St. Louis Amusement Company, a Fanchon and Marco affiliate, was argued before United States District Judge George H. Moore, by counsel for the litigants. At the conclusion of the legal arguments on the motion to dismiss and the submission of a brief by the St. Louis Amusement Company in support of its position against dismissal, Judge Moore gave the defendants 10 days in which to file their reply briefs. When these are in the amusement company will have an opportunity to file a rebuttal brief.

In Valley Park, Mo., Ben Beckett is the new manager, Park. . . . The Mark Twain, Perry, Mo., owned by Mr. and Mrs. C. K. Paisley, was reopened after being dark since the middle of December. . . . Howard Spiess, who had been associated with a prominent booking and buying office in Cleveland, will soon assume his duties as booker and buyer for the midwest theatres owned by the Phil Smith interests of Boston. Spiess, who will make his headquarters in St. Louis, will book and buy for the circuit's theatres in St. Louis, Kansas City, Mo., and Indianapolis, Ind. . . . In Hillsboro, Ill., Orpheum patrons enjoyed their first CinemaScope attraction on the theatre's new wide screen. The screen, about 24 feet wide, is the center of a series of improvements now in progress, Earl Cleveland, local manager for the Frisina Amusement Company, Springfield, Ill., said. The new screen made it necessary to widen the stage and to eliminate part of the balcony seating area. New generators were installed along with anamorphic lenses for the projection machines. New seats are contemplated for the house.

Louis de Rochemont, producer of "Cinerama Holiday" will be the guest speaker at a luncheon of the St. Louis Junior Chamber of Commerce, the first Jaycee chapter of the world to mark the beginning of its year long celebration of the 40th anniversary of its founding on Feb. 21. The luncheon gathering will honor St. Louis business leaders and national executives of the Junior Chamber of Commerce. It will also coincide the premiere at the Ambassador, of the new Cinerama production "Cinerama Holiday," for which a number of scenes were actually shot in St. Louis.



One of the major accomplishments in MGM's "Motion Picture Theatre Celebration" was the recent proclamation obtained from Governor Victor Anderson and read at a meeting of the Nebraska State Legislature at Lincoln. Seen are Governor Anderson as he signed the proclamation with Mayor Clark Jeary seated alongside of him and observing the proceedings while standing, and looking on attentively are, left, Herman Gould, operator of a number of drive-ins, and Robert M. Stone, MGM field representative.

Elmer Weiser, projectionist, Shenandoah, has been elected a trustee of Moving Picture Operators Union Local No. 143, IATSE, to succeed Dud Lawson, who works at the Baden. Renamed members of the union's executive board for terms of two years each were: Ralph Robertson, Brentwood; George Oonk, Airway Drive-In; Emil Werner, Ronnie's Drive-In, and Howard Flier, Loew's State. . . . T. R. Cauger, vice president, A. V. Cauger Service, Inc., Independence, Mo., in special ceremonies at the Melbourne Hotel presened a diamond set Sir Cauger service pin to Jack Hynes, St. Louis territory representative of the company, in recognition of his five years of faithful service to the company.

San Antonio

A detachment from the local United States Marine Recruiting Station will maintain a lobby display at the Majestic during the current showing of "Battle Cry." Included in the display will be various pieces of Marine Corps equipment, battle gear and several communication pieces. . . . The El Capitan and Fiesta drive-ins have joined several other local drive-ins in offering "Buck Night," a complete car load of patrons, any night in the week for a $1 the car.

Rubin Ayala, head shipper, Azteca Film exchange, has completed his 15th year with the company. . . . Gerald Filmore, formerly on the staff of the Tom Sumners Theatre Circuit, has joined the United States Air Force. . . . Frank Flores, manager, Rio, an open air theatre here, has announced that he has closed for the winter months. . . . Tito Guizar, Mexican motion picture singing star, was a recent visitor en route to Minneapolis, from Mexico City.

Among the out of town exhibitors in to visit the local film exchanges were Manuel E. Solis, Rancho Drive-In, Alice, Tex.; A. R. Pena, Alamo, Alamo, Tex., and Murillo, San Juan, Tex.; Percy Bond, Lorex, Loraine, Tex., and John H. Flache, Alameda, Lamesa, Tex. . . . Gilbert M. Williams, Van Praag Productions, is here from New York with a camera crew to make commercial film for Ed Sullivan's "Toast of the Town" television show.

Genaro G. Garcia has been elected president of the Projectionist Local No. 407. Other officers elected included Alfred Pena, vice-president; Henry Villapadierna, secretary-treasurer; Horace E. Blanton, recording secretary; John D. Dennis, business manager; Phillip N. Wehrmann and Manuel Ayala, members at large; Manuel Perales, J. W. Good, and Joe Sanchez, trustees and Ernest DeLeon, sergeant at arms. . . . A novel collection has been started here by G. W. Wooten, operator, Sunset. He has a large accumulation of pocket knives which he has confiscated from vandals who were caught cutting up the auditorium seats.

CinemaScope equipment was installed at Joe D. Blinka's Midway Drive-In, Schulenberg, Tex. . . . A two-week remodeling project has been completed at the American, Bonham, Tex. According to Bob Euler, manager, improvements included redecorating the auditorium, lobby, and ladies rest rooms.

D. W. Trisko, Runge, Runge, Tex., announced that wide screen and CinemaScope equipment have been installed. . . . Four El Paso drive-ins held a "March of Dimes" shower. They are the El Paso, Del Norte and Border Town of the El Paso Drive-In Theatre Company; and Lou Johns' Bronco Drive-In on Highway 80 East. This is the sixth year the drive-in theatres have cooperated in the March of Dimes drive.

The Main, Seadrift, Tex., has installed an RCA silver screen with Hylux variable anamorphic lenses.

Seattle

W. R. (Bill) Tomlinson, northwest representative for Buena Vista, has established local headquarters at 2410 3rd Avenue. Wendell Bjorkman, Buena Vista district manager, from Los Angeles, flew in to visit the new office. . . . Oscar Chiniquy sold his interest in the El Rancho Drive-In to William Foreman and associates. . . . Buck Seale, eastern Washington salesman for Columbia was over from Spokane. . . . Salesman Bob Walker left Allied Artists to join Realart. . . . Gordon Wallinger, formerly office manager and booker at AA is going on the road, and cashier Margaret Batie moved up to booking. . . . Exhibitors in from out of town last week included Norman Clyde, Langley, Wash.; E. W. Johnson, Spokane, Wash.; Joe Lilyquist, Poulsbo, Wash.; and Ron Gamble, Centralia and Chehalis, Wash.

NEWS OF THE Territory

Boston Crosstown

A lone bandit held up the Keith Memorial, while the house was playing the prison film "Six Bridgs To Cross," and escaped with $28, after flourishing a toy gun at the cashier. The bandit later was apprehended near the Metropolitan as he was discovered by police looking over the layout at that theatre. Police found the $28 in silver and the toy gun on his person and took him to headquarters. . . . In Fitchburg, Mass., a masked gunman carrying a revolver held up the Saxon and made his escape with the day's receipts. An unusual angle on this holdup was the fact that the bandit was wearing 3-D polaroid glasses.

Cleo Moore, featured in Columbia's "Women's Prison" was in town for press and radio interviews and appeared twice at the Pilgrim, where she sold tickets and signed autographs. . . . "Romeo and Juliet," at the Beacon Hill, played to a group of 40 teen-age pupils of the Perkins Institute For The Blind in Watertown, Mass., who were driven in buses to the theatre.

On March 1, Independent Exhibitors, Inc., of New England, a unit of National Allied, is holding its annual meeting and election of officers. There will be a board meeting in the morning, a luncheon, and the meeting, all at the Hotel Bradford. A highlight of the discussion period will be toll-TV. This local unit is soliciting members and all independent theatre owners in this area for funds to be sent to the Allied-TOA toll-TV committee, with the money to be used to present the case to the public, Congress, and the FCC. Irving A. Isaacs, president, IENE, will preside over the meeting.

When Ralph Iannuzzi, recently promoted to division manager, and Bill Kumins, promoted to branch manager, arrived in their offices to start their new posts, a huge basket of roses was in each office, the gifts of the Warners employees. At noon on his first day as division manager, Iannuzzi hopped a plane for Buffalo for his first visit to that city under the new setup. Another change in the office is the transfer of Herbert Gaines from the Buffalo exchange. He is coming in to be assistant branch manager under Kumins. Jack Hill and Bill Horan will continue as salesmen.

Sylvia Steinman, secretary to E. Myer Feltman, U-I, is on her annual winter vacation in Florida. . . . Phil Bardeen, owner, Milo, Milo, Me., has closed the theatre for lack of business. Although this theatre closed each summer, this is the first time that Bardeen has had to shutter it during the winter months.



Cleo Moore, featured in Columbia's "Women's Prison," poses prettily on her recent arrival in Hartford, Conn., where the film opened at Loew's Poli. In her prison garb she attracted plenty of attention on a round of newspaper and TV offices and the Connecticut Sportsmen's Show.

"The Racers," 20th-Fox CinemaScope production, is playing the Paramount and Fenway on a pre-release engagement. The film copped a nice spread in the news section of one of the Sunday papers with a huge picture of the stars of the film. Phil Engel, tub thumper, 20th-Fox, arranged a screening for 30 members of the New England Sports Club, followed by a tape recording of statements from the members as to their reactions to the film. The records were replayed over WVOM for two days prior to the opening at the twin theatres. Engel also arranged to have four sports cars outside the two theatres on opening day, which drew curious crowds. The film played day and date with the New York opening at the Roxy.

Joe Mansfield is working on the New England premiere of the UA film, "Black Tuesday," which is the holiday attraction at the Pilgrim. Another film booked as a Washington's birthday presentation is "Battle Cry," set for the Metropolitan for four weeks.

Film District

The Motion Picture Salesmens Club held a Valentine's social evening starting with a meeting for the discussion of plans for the annual dinner dance and ad book, a screening at MGM, and ending with refreshments.



Claudia Hall, recently visiting New England territorial situations in connection with the campaign on U-I's "Six Bridges To Cross" is seen here in the lobby of the State, New Bedford, Mass., with, left, Delmar Bisby, manager, and, right, John Viera, manager, Paramount, Newport, Conn. Her appearances served to highlight a special promotion contest tied-in with the world premiere at RKO Memorial, Boston.

Separate Story New England Ed.

Boston — Independent Exhibitors, Inc., and Drive-In Theatre Association of New England reminds exhibitors that toll-TV can be the biggest problem that exhibition has ever encountered in the way of competition.

Ray Feeley, executive secretary, said, "However it might be engineered, it could be the most menancing monster, putting out of business every theatre other than the first-run cities in our entire country."

Accordingly exhibition has formed a joint committee on TV. This committee has met, mapped a program, and has set up a financial budget to take care of representing exhibition's case to the public, Congress and the Federal Communications Commission.

Each exhibitor is being requested to contribute the same amount as he gave to COMPO on the tax fight. For conventional theatres the schedule is: up to 500 seats, $7.50; up to 750 seats, $11.25; up to 1,000 seats, $18.75; up to 2,500 seats, $37.50; and over 2,500 seats, $75. For drive-ins it is: up to 300 cars, $7.50; up to 500 cars, $11.25; up to 600 cars, $18.75; and over 600 cars, $37.50.

"There is no organization available to solicit personally or to 'sell' you on this need," Feeley said. "But your stake in the motion picture business is seriously threatened, and in addition to promptly sending in your own contribution you should also remind every other exhibitor you contact to do his share. Checks should be sent to Independent Exhibitors, Inc., 36 Melrose Street, Boston 16, Mass., and your theatre will be credited and the money immediately forwarded to the Joint Committee on Toll TV."

Glenn Norris, 20th-Fox eastern sales manager, was in for a meeting at the local exchange.

New Haven Crosstown

A foreign touch to personal appearances took place when Gene Rodney, Australian movie star, made a local stop to help bally DCA's "Long John Silver," booked for Jim Darby's Paramount. He made all the radio stations, TV, Yale University radio station, Yale Daily News, New Haven Register, and was posed with beauty contest winner Andrea Todd, with The Bridgeport Herald also set for publicity buildup.

Mrs. Jack Lynch, wife of the Paramount police representative, wrote from Pompano Beach, Fla., how she was enjoying the warm weather, and Jack received the note on the coldest day of the year. . . . H. Cohn booked in a "Disney-Rama" style program for the



Robert Taylor, MGM star, recently met a group of exhibitors and circuit heads at a cocktail party at the Ritz Carlton Hotel, Boston, when he was in plugging "Many Rivers To Cross," Loew's State and Orpheum. His beard is in anticipation for his role in "Quentin Durward," his next film to be made in England. From left to right are Dan Flinn, Winthrop Knox, Jr., John Glazier, Arnold Eisen, Joseph Liss, Taylor, Benn Rosenwald, Lloyd Clark, Ben Williams, Sam Seletsky, and Herbert Higgins — all prominent in the area.



James Darby, manager, Paramount, New Haven, is seen recently with Chief Petty Officer Robert Ludwig, USN, and Henry Germaine, Paramount branch manager, at a special screening of Paramount's "The Bridges Of Toko-Ri," Lincoln, New Haven.

kiddies for a recent Saturday afternoon show. . . . Franklin Ferguson, Whitney, combined three interesting travel films into a 45 minute film and called it "Travelrama," teamed with "White Christmas."

For "Bad Day at Black Rock," Sid Kleper set a color contest with The Journal Courier, a scene from picture being used. . . . Alphonse Basilicato, son of Anthony Basilicato, College, left for two weeks of boot training at the Naval Reserve Training Station, Baltimore, Md. . . . Maurice Bailey, Three W Theatres, a member of the New Haven Board of Finance, and George Weber, former MGM office manager and commercial photographer, were to be members of the New Haven delegation invited to Philadelphia. The delegation, headed by Mayor Richard C. Lee, were to learn about the tremendous advances which the People of Philadelphia and their municipal government made in the way of renewal, redevelopment, and revitalization of community life. George Weber was appointed as official photographer on the trip. . . . The Men's Club of the Hamden Jewish Center will hold its second annual theatre party at the Strand, Hamden, Conn., on Monday night, Feb. 21.

Meadow Street

A break in the weather had some drive-ins thinking about reopening the end of February. The Pike Drive-In expected to have its first reopening show on Feb. 24, operating weekends till better weather should this first date be maintained. Waterford Drive-In also contemplated its reopening that same weekend, and planned end-of-week operation till later in spring.

The Meadows Drive-In, near Hartford, Conn., should be quite a setup if the swimming pool and other features are constructed. The 800-car Middletown Drive-In, operated by the Adornos, should be ready in April. . . . The Old Mill Drive-In is progressing and with the warmer weather, the screen towers will go up. This new drive-in should be ready for April operation. . . . Anthony Perri's Drive-In, being constructed in Branford, Conn., on the site of a golf driving range, was scheduled for grading work.

Larry Germaine, SW Theatres, has returned from an auto trip to Florida. . . . Joe Dolgin is reported back from Florida. While in the south, he saw Al Schulman. . . . Mike Alperin, Hartford Theatres, flew to Fort Lauderdale, Fla. His wife went by train to Florida. . . . Ralph Pasho, Salem Playhouse, Naugatuck, Conn., was a Boston sojourner to take in a meeting in conjunction with the preservation of wild animal life. . . . Walter Silverman, Columbia branch manager, was a winter vacationist. . . . Reported that Charles Aaron, formerly of the Victory, New London, Conn., was to be the new manager, Ville, Waterville, Conn. . . . 20th-Fox had a special screening of "The Racers" for first-run exhibitors in the territory for promotional and publicity campaigns.

Mrs. Caroline Marra Martino has resigned her position at Republic for domestic reasons. . . . Phil Gravitz, MGM branch head, will have a 16 minute CinemaScope film, "MGM Celebration," available for exhibitors—free. Morris Keppner, Hartford, Conn., exhibitor, is back from Florida. . . . Garde, New London, Conn., had a picture of theatre in The New London Day after a recent snow storm showing that part of the city following the bad weather.

Ernie Grecula, former advertising and publicity director, Hartford Theatres, is now manager, Walter Reade's Paramount, Plainfield, N. J. . . . Cleo Moore was in Hartford recently to bally "Women's Prison" at the E. M. Loew. . . . Russ Ordway, formerly of Allyn, Hartford, Conn., is doing so well with his business that he is planning on opening a larger store in Wethersfield, Conn. . . . The Catholic Graduates Club presented "Keys of the Kingdom" at the New Meriden, Meriden, Conn. Also on same program was the Mount Carmel Boys' Choir.



Mara Corday, during her recent key cities tour on behalf of U-I's "So This Is Paris," visited the Strand, Hartford, Conn., where she is seen with acting manager Gene DuBarry.



This modern juke box was used in the lobby of Loew's Poli, Hartford, Conn., by Lou Cohen and Norm Levinson, to plug the songs in MGM's "Jupiter's Darling" in advance of playdate.



Harry Shaw, Poli division manager for New England, is seen recently greeting Robert Taylor upon his arrival in New Haven for the world premiere of MGM's "Many Rivers To Cross," Loew's Poli.

Bristol, Bristol, Conn., had "Disney-Rama." . . . Strand, Plainville, Conn., gave free comic books on a Saturday matinee. . . . Embassy, New Britain, Conn., gave free comic books on the same Saturday for children. . . . Arch Street, New Britain, Conn., presented free color comic books to the kiddies. . . . State, Manchester, N. H., advertised for new members to form Balloon Busters Club. Must be under 12 years. It is sponsored by F and D Auto Store.

Reported that with the turndown of a drive-in request in Stratford, Conn., it may mean no outdoor theatres in that town. . . . Henry Germaine's Paramount exchange is bannered with posters for "The Country Girl."

Circuits

Loew Poli

MGM's baby elephant was to be here and in Worcester in conjunction with "Jupiter's Darling." Floyd Fitzsimmons, MGM exploitation representative, was to assist with bally campaign for elephant. . . . Clarence Bull, head of the still photography department, MGM was scheduled to be in Hartford, Conn., in another phase in the MGM celebration campaign. . . . Bill Shirley, United Artists, was in Bridgeport, Conn., to help with bally for "Black Tuesday." . . . Poli, Springfield, Conn., manager Charles Gaudino's wife was rushed to the hospital for an appendectomy.

Dave Kaufman, artist, gets in some skiing when the snow permits. However, he's quite interested in underwater aqualung activity as a new sport. He has quite a bit of the marine equipment and is adding more. . . . John Di-Benedetto, Poli, Worcester, Mass., was in the "Gossiper" magazine with pix of former Worcester Telegram-Gazette employee, George T. Alexander, who opened the Colonial Shop, next door to the theatre. . . . Division manager Harry F. Shaw and publicity director Lou Brown attended the screening of 20th-Fox's "The Racers." Brown will be one of the speakers at the MGM Workshop to be held at the Hotel Statler, Detroit, on February 22. . . . Harry Rose, Majestic, Bridgeport, Conn., and Mrs. Rose were Atlantic City visitors.

Massachusetts

Springfield

According to Samuel Goldstein, president, Western Massachusetts Theatres, Inc., the Strand, Palmer, Mass., which has been closed for some time, is being rebuilt with new seats, new interior, balcony taken down, CinemaScope being installed, new machines, and various other improvements. He expects to reopen it the end of February. The cost will run between $35,000 and $40,000, and the contractor is the Cummings Construction Company, Ware, Mass.

Connecticut

Hartford

"Bridges at Toko-Ri" got nice send off through efforts by Ray McNamara,



Eleanor Ruggles, author, 20th-Fox's "Prince Of Players," is seen being greeted in Boston recently at the Astor by Phil Engel, left, 20th-Fox New England exploiteer; and John Feloney, Boston branch manager for the film company.

Allyn. He tied-up with the local U. S. Naval Reserve Station for film's Connecticut premiere. . . . George E. Landers, division manager, E. M. Loew's Theatres, got sizable newspaper mentions of Cleo Moore's one-day visit here for Columbia's "Women's Prison." . . . East Hartford Drive-In, South Windsor, Conn., is increasing its car capacity from 700 to 1,000. New screen measures 102 feet wide and 82 feet high. . . . A 100-foot wide curved CinemaScope screen is planned for the 850-car capacity Southington Drive-In being built by Ames Construction Company. Perakos Theatre Associates, New Britain, Conn., leasing the venture, plan an April 10 premiere.

Bernie Menschell and John Calvocoressci, Manchester Drive-In Theatre Corporation, are increasing car capacity from 750 to 1,000. . . . Albert M. Pickus, national vice-president of TOA, and Civil Defense director in Stanford, Conn., was here at the request of Governor Ribicoff to discuss Civil Defense. Pickus owns the Stratford, Stratford, Conn. . . . Vince Capuano, Elm, West Hartford, Conn., has been elected chairman of the 1955 Elmwood Days Committee. Another Perakos manager, Tom Grace, Eastwood, East Hartford, Conn., has been elected to the board of directors of the East Hartford Chamber of Commerce.



George Nader recently visited New Haven on behalf of the New England territorial promotion campaign on U-I's "Six Bridges To Cross" and is seen here with Irving Hillman, manager, Roger Sherman, and Edith Cook, New Haven Register.

Bill Howard, Lockwood and Gordon Plaza, Windsor, Conn., offered 200 passes to blood donors at Windsor Red Cross Bloodmobile. . . . Jack Leitao, East Hartford, Conn., planning a drive-in theatre at suburban Glastonbury, hopes to be ready for operation by April. The theatre, which will have capacity for 503 cars, will feature a 40 by 90 screen. A late February reopening was planned for the Crown. Seating capacity is being reduced to provide additional comfort, according to manager Joseph W. Giobbi. "We're reopening with a seating capacity for 760, as compared to the previous 840 count." Additional improvements include installation of air conditioning, CinemaScope Screen and stereophonic sound. The structure is being redecorated.

John R. Patno, Jr., ex-assistant, Allyn, has been promoted from house manager, Paramount, Springfield, Mass., to manager, Strand, Holyoke, Mass., by New England Theatres. . . . Morris Keppner, Burnside Theatre Corporation, East Hartford, Conn., was a New York visitor. . . . Liggett and Florian, New York, is now buying and booking for the five-unit Hartford Theatres Circuit. . . . Paul W. Papa, formerly assistant to the late J. F. McCarthy, Strand manager, is now working as room clerk at the new Statler Hotel here. . . . Sal Adorno, Jr., building an 850-car capacity drive-in at Middletown, Conn., is aiming for an early April opening. Unit will have a screen measuring 120 feet wide and 56 feet high. . . . Jason Theatrical Enterprises have installed a new seamless Miracle Mirror screen at the first-run Gem, Willimantic, Conn. The theatre was formerly part of the Stanley-Warner Zone.

Middletown

Mike Adorno, assistant general manager of the M and D Theatres, uses large-size newspaper ads in his weekend promotion schedule, with typical copy reading:

"The Multi-Million $ Look!
"Take the family for a
"Wonderful
"MIDDLETOWN THEATRES
"Movie Weekend . . .
Best Dressed Screens Ever!"

New Hampshire

Concord

Only one theatre manager is a member of the 1955 New Hampshire Legislature. He is Raymond Charbonneau, North Cumberland, a Democrat who has been elected to the House of Representatives.

Franklin

The Regal invited all the Scouts in the Twin River district to see the film "Jamboree" at the minimum price. The film was taken at the Boy Scout Jamboree held in California and was of particular interest to Andrew Bergeron, local Scout who was sent there and who helped the theatre with promotion. . . . American Legion members were stationed in the lobby for contributions for the March of Dimes.



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Among those attending a recent 20th-Fox regional meeting at the Hotel Statler in Boston were, left to right, Jack Bloom, national circuit booker; James M. Connelly, northeastern division manager, Glen Norris, eastern sales manager; and Clarence Hill, head, exchange operations.

Hanover

Tom McMorrow, sports director, Movietone News, was here with a crew to make a 10-minute color film of the Dartmouth Winter Carnival. The cast consisted mostly of Dartmouth students. Music was provided by the Dartmouth Glee Club.

Keene

George H. Caron, manager, Scenic, has asked patrons of his theatre for ideas to promote the picture "Gangbusters" for the free trip to Europe or Hawaii offered six New England managers. The Keene newspaper gave him a five-paragraph story.

Lebanon

The Opera House featured "Jamboree," filmed at the jamboree of the Boy Scouts of America. An explorer scout who had been at the international gathering helped publicize the picture.

Manchester

Fenton D. Scribner returned to assume new duties as manager, State Operating Company. He is to supervise operations of the State, Strand, Palace, and Variety. Scribner formerly served as manager, Daniel Webster and State, Nashua, N. H. . . . At the Empire a benefit

Nashua

The State held a kiddies matinee with two features. To all youngsters they gave free candy and gum.



Cleo Moore, on a recent visit to Boston in conjunction with the opening of "Women's Prison," sold tickets at the Pilgrim boxoffice on opening day.



Mike Stranger, manager, Plymouth, Worcester, Mass., recently arranged an autographing session in the theatre lobby with giveaway photos when May Wynn and Robert Francis, stars, Columbia's "They Rode West" made a personal appearance. Stranger can be seen, right.

Tilton

The Tilton has installed CinemaScope.

Rhode Island

Providence

The Lockwood and Gordon interests have taken over the Westminster Playhouse which only operated two weeks, under the guidance of Howard Levin, and a group of Boston men. The former Modern, Victory, Playhouse, etc., had been shuttered for two years. The L. and G. chain has not announced future policy, but temporarily will operate it as an "art" house, with occasional reruns of outstanding foreign and domestic films.

E. M. Loew's Olympia recently reopened after being redecorated and refurbished. Initial offering was the local "premiere" of "Gangbusters" on a new wide-vision screen. . . . The recent "combination" exploitation run in local newspapers, heraldng the Rhode Island premiere of "Gangbusters" at 18 surrounding theatres, in less than a week, was not only the largest such promotion ever attempted locally, but one of the most succeessful.

Some sort of a local record was recently established when Terry Turner came up with a stunt which saw "Gangbusters" given a "world premiere" in 18 Rhode Island independent houses in the same week. Stretching all the way from the northernmost city, Woonsocket, to the southern tip's Wakefield, Terry arraged to have this opus widely heralded with unusually large and effective "combination" advertising in local newspapers. The film was "premiered" at the Elmwood, Castle, Hope, Uptown, Liberty, and Olympia, in Providence; Stadium, Woonsocket; Strand, Pawtucket; Greenwich, East Greenwich; Park and Palace, Cranston; Pastime, Bristol; Lyric, Warren; Community, Centerdale; Hollywood, East Providence; Midway, Oakland Beach; Palace, Arctic, and Community, Wakefield; all in less than a week's time.

At the Empire a benefit program was held to aid the Crotched Mountain Rehabilitation Hospital. Marie Bruno, owner, donated use of the theatre and also gave her portion of the receipts from two films.

NEWS OF THE Territory

New York City

Crosstown

E. S. Gregg, president, Westrex Corporation, returned to his office after visiting company offices in England, Belgium, France and Switzerland. . . . Charles Smadja, United Artists' continental manager, arrived from Paris for a series of conferences with home office executives.

Kate O'Reilly, 65, wife of Charles O'Reilly, president, A.B.C. Vending Corporation, died of a heart condition after being confined in Harkness Pavillion the past 12 weeks. Services were held at St. Vincent's Ferrer Church, 66th and Lexington Avenue. . . . Three Bronx girls won out over hundreds of entries from throughout Metropolitan New York and walked off with first, second and third places in the "Miss Battle Cry" contest held at the premiere of Warners' "Battle Cry," Paramount. The title went to Peggy Ray; and second and third places went to Bunni Nelson and Louise Barton. Judging was done by stars Mona Freeman, Tab Hunter, Dorothy Malone and Robert K. Shapiro, Paramount managing director. The three winners were presented to premiere audiences from the Paramount stage. Prizes included vacations at the Chalet in St. Agathe, Canada, Banner Lodge, Connecticut, and Peekskill Dude Ranch; a Helbros wristwatch, jewelry, evening gowns and resort wear.

The Variety Club of New York, Tent 35, has nominated the following officers for 1955: William J. German, chief barker; Edward L. Fabian, first assistant; Larry Morris, second assistant; Martin Levine, property master; and Jack Hoffberg, dough guy. The election will take place at a membership meeting to be held on Feb. 15 at Toots Shor's restaurant.

Berk and Krumgold, real estate brokers, announced they had sold one of the distinguished theatre landmarks of the Bronx, the 2,000 seat Bronx Opera House, located immediately adjacent to the intersection of Third Avenue and 149th Street. This property has been in the Schnaufer family for the past 70 years. The theatre was acquired by Morris Goldman and Associates, who operate a number of motion picture theatres in the Metropolitan area.

Producer Milton Sperling arrived from Hollywood on a business trip. He is head of United States Pictures, releasing through Warners. . . . Roy O. Disney, president, Walt Disney Productions, came in from the coast en route to Europe. During his brief stay abroad he will meet with Ned Clarke, foreign sales manager, Buena Vista, the Disney releasing subsidiary, to discuss distribution problems overseas. . . . Alex Harrison, 20th-Fox western sales manager,



Mayor Steven Pankow, Buffalo, recently offically recognized MGM's "Salute To Theatre Owners" in his territory by signing a proclamation setting aside February as "Go To The Movies Month." Here, five theatre men, prominent in the area, witness the signing of the document in the mayor's office left to right, Arthur Krolick, district manager, Paramount Theatres for Buffalo and Rochester; Vincent R. McFaul, general manager, Shea Theaters; George H. MacKenna, managing director, Basil's Lafayette; Robert T. Murphy, managing director, Century; and Edward Meade, advertising manager, Shea Theatres.

left for Los Angeles for exchange meetings and conferences with executives of National Theatres.

Robert S. Wolff, RKO's managing director for the United Kingdom, arrived from London. He will hold sales talks with home office executives concerning British dates on forthcoming RKO product.

Harvey Sears, chief projectionist, Republic home office, became a grandfather for the second time when his daughter Anita Rubin gave birth to a girl, Ronnie Lynn.

The Long Gray Line of the Corps of Cadets of the U. S. Military Academy at West Point invaded New York to see a performance of Columbia's tribute to their school, John Ford's "The Long Gray Line" at the Capitol.



Calling attention to the search for "Miss Racer of 1955," lovely Ina Anders and Valerie Witalis, recently pulled up at the Roxy, where 20th-Fox's "The Racers" is current and were greeted by William Mechlair, managing director of the theatre; and Fred Pittera, president, Universal Travel and Sports Bureau, sponsoring a show at Madison Square Garden. Miss Anders is featured in the new picture, while Miss Witalis is considered the most beautiful racing driver in America.

The Great White Way became even brighter when the five-story-high illuminated lucite cut-out of Jane Russell in Howard Hughes' "Underwater!" was lighted over Brandt's Mayfair, where the Superscope-Technicolor film opened. The lighting of the largest Broadway advertising sign for a motion picture in over a decade was covered by photographers from Wide World, Associated Press, United Press-Acme, International News Photos, all of the New York daily newspapers and local and network TV news programs. The construction and erection of the mammoth sign also received press breaks in news and feature stories and photos from local newspapers, wire services, magazines, radio and television.

Frank A. Ungro, financial manager, Westrex Corporation, left for London, Brussels, Amsterdam, Copenhagen, and Stockholm.

Italian Films Export and IFE Releasing Corporation moved into new quarters in the Paramount Building at 1501 Broadway. Various departments, formerly divided between the 18th and 15th floors of the same address, now occupy the entire 14th floor. Business continues uninterrupted with the executive, sales, publicity, promotion, advertising, television, and talent staffs working in the new larger quarters. Telephone numbers and mailing address remain unchanged.

Max E. Youngstein, vice-president, United Artists, has been nominated as president, Cinema Lodge of B'nai B'rith, it was announced following a meeting of the Lodge's executive committee. Elections will be held at the Cinema Lodge meeting at the Hotel Sheraton Astor on March 24. Youngstein had served as a vice-president and was chairman of the Lodge's successful $25 contribution Share Certificate Sale this past year. He would succeed Burton E. Robbins, who has held office for the past two years. Nominated as vice-presidents were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Jack Weissman, Al Wilde, and Lou Wolff. Jack H. Hoffberg was nominated as treasurer; David Kelton as secretary; and Burton Robbins as chaplain. Nominated to the board of trustees were Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis A. Novins, and Arthur H. Schwartz. Nominated as delegates to the Metropolitan Council of B'naiB 'rith were Livingston, Hoffberg, Martin Levine, and Jack Levin. As the new president, Youngstein would be a delegate, and as the retiring president, Robbins, would also be a delegate. Alternates nominated were John Trubin, Sheldon Goidell, Weissman, and Norman Robbins. Nominated as delegates to the District Grand Lodge convention

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Highlights of the recent premiere of Warners' "Battle Cry," Paramount, New York City, were the presence of stars Mona Freeman, Dorothy Malone and Tab Hunter, seen on the left, being welcomed by Edward Hyman, vice-president, United Paramount Theatres, second from left, and Robert K. Shapiro, managing director of the theatre; Peggy Ray, Bronx, New York, selected as "Miss Battle Cry" on the stage of the theatre on opening day; and Hunter with Shapiro greeting early arrivals at the opening of the picture which was given typical Hollywood treatment with Military emphasis.

of B'nai B'rith to be held at the Hotel Concord in May were Shapiro, Hoffberg, Levine, and Youngstein, with Levin and S. Arthur Glixon as alternates. Glixon was nominated to be a delegate at the triennial Supreme Lodge Convention to be held in Washington next year.

New York State

Albany

WTRI-TV, in which Stanley Warner Theatre Corporation held a 50 percent interest, ceased operations on Jan. 31, a victim of competition from the long established VHF station, WRGB, Schenectady, owned by General Electric Company, and from loss of its limited alternate affiliation with CBS-TV network to the other Albany UHF outlet, WROW. The latter, in which Lowell Thomas, Frank M. Smith, his business manager, former state tax Commission President Alger B. Chapman, and others recently purchased an 83 per cent share, held on to ABC and DuMont web associations, also. This left WTRI, on the air since Feb. 28, 1954, with no national service, and therefore unable to compete for an audience and for advertisers. General manager Richard B. Wheeler declared in a six-page statement peppered with criticisms of the Columbia system for alleged favoritism to its long-time news commentator, and for Thomas, unfairness to WTRI; WRGV for "monopolization" of top programs from the four networks; and the Federal Communications Commission for permitting both conditions to exist. WTRI was said to represent an investment of around one million dollars, including new $150,000 studio-offices here.

Spyros P. Skouras, 20th-Fox president, is one of the 17 trustees of the non-stock, non-profit educational corporation, the American Museum of Immigration, recently chartered by the Board of Regents to operate on Bedloe's Island in New York harbor, at the foot of the Statue of Liberty. A State Education Department publicity release on the chartering of the Museum explained that it is "proposed as a national monument to the many different peoples, immigrants all, who realized their dream of unity and freedom in this country." The new national shrine will be built "through the donations of citizens all over the United States," and will eventually be administered by the National Park Service of U. S. Department of Interior.

A ban on comic books, obscene, indecent, immoral, inhuman, sacrilegious, or tending to corrupt morals or inciting to crime, is coupled with a requirement that they must first be submitted to the motion picture division, State Education Department, for licensing "in the same manner as motion pictures," or "in such manner as may be prescribed by the board of regents or the commissioner of education," under terms of a bill introduced by Assemblyman Charles H. Henderson of Steuben County. Measure would take effect immediately.

Charles A. Smakwitz, Stanley Warner zone manager in Newark, commutes to his local home on many weekends. . . . Joseph Liss, supervising SW theatres in Albany, Troy, and Utica since Smakwitz was promoted, checked in from Boston. . . . Sam Slotnick, Syracuse exhibitor, who operates the Lyric, Waterford, was among recent Film Row callers. . . . Andrew Roy, manager, Stanley, Utica, N. Y., has a new woman assistant. His former bower, Mrs. Ottilie Fearing, now manages the Avon in that city. . . . Trim and erect in Air Force blue, Tom Mahar, ex-Strand doorman, paid several calls on staffers.

Edward L. Fabian, in Albany for a periodic conference with division manager Saul J. Ullman and for an inspection of theatres here, Schenectady, Troy, and Cohoes, classified "The Bridges At Toko-Ri," "Battle Cry" and "The Long Gray Line" as three strong grossers. The first-named clicked at the Palace. That house's Mrs. Jane King, matron, underwent a finger amputation in St. Peter's Hospital. . . . Maneuvering on crutches after a skiing mishap was Paul Jacobson, son-in-law of Si Fabian, and treasurer, Van Curler Broadcasting Co.

As temperature plummeted throughout New York state in the winter's severest freeze, grosses correspondingly dipped. Albany's lowest was 18 degrees below zero, followed by a minus-8 day. Saranac Lake registered a minus-36. Twenty belows were recorded in several communities of the local exchange district. Don Gilson, on a visit here, said there was about a foot of the white stuff on the ground in Massena. . . . Harry Lamont, vacationing with Mrs. Lamont and Mr. and Mrs. John Gardner, Turnpike Drive-In, Westmere, at Key West, Fla., is expected back. The foursome had a fine weather break in the south. An early-winter visitor to Havana was Jack Hamilton, Berlo Vending Company manager.

Charles Rossi, Schroon Lake exhibitor, returned from a visit to New York. He is wintering here. Brother John, who also operates a Schroon Lake summer situation, is driving a truck in Hoboken, N. J., during the off-season.



Frank Quinn, center, film critic, Daily Mirror, New York, and chairman, New York Film Critics, recently presented that group's awards for excellence at the annual awards party held at Sardi's. Left to right are Eva Marie Saint, who accepted Marlon Brando's best actor award for his work in "On The Waterfront"; Sam Spiegel, producer, Columbia's "On The Waterfront," best picture; Grace Kelly, selected best actress for her work in Paramount's "The Country Girl" and other films; and Elia Kazan, best director for "On The Waterfront."

NEWS OF THE Territory

Philadelphia

Crosstown

The long pending anti-trust suit of Norris Amusement Company, Norristown, Pa., against 20th-Fox, Paramount, RKO, Warners, Columbia, U-I, and MGM got under way last week in U. S. District Court with the first day's proceedings not over at press time. The Sablosky owned company seeks $5,775,000 in treble damages alleging that the distributors violated an agreement under which the Norris Amusement Company was to get major product 30 days after showing in downtown Philadelphia. Actually, it is alleged, the pictures are made available to them long after their popular appeal is gone, and the plaintiffs claim they had to close two theatres because of this. The case is being heard before Judge Allan K. Grim.

Allied Artists held an invitational preview of "Tonight's The Night" at Sley's Locust.

The SW Commodore has returned to a regular policy following an art house attempt. This leaves the Lane alone in this field for SW. . . . A highway express driver discovered a fire at the Belmont. The rear of the house and the screen were burned out.

James E. Myers, Myers Music, has set "Rock Around The Clock" with MGM for their forthcoming release, "Black Board Jungle." The number was Bill Haley and his Comets first hit on Decca Records and it is this recording which will be used throughout the picture, which should start the recording on its way all over again. Myers Music, MGM, and Decca are setting a big promotion to exploit the picture and record.

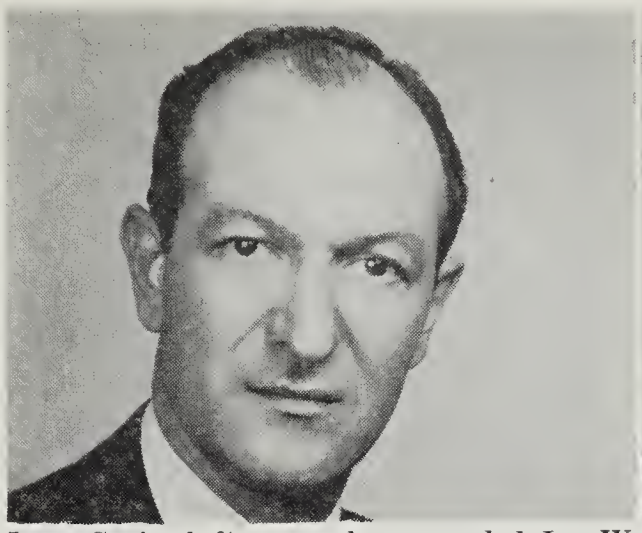
Vine Street

Harry Waxman, popular Atlantic City, N. J., exhibitor, has become a grandpop again. He is now grandsire to two girls and two boys, the latest, Stephen Allen Chasen, arriving on Feb. 2. All Vine Street is invited to an open house Waxman and Chasen are holding on Feb. 20.

The boys at Screen Guild were happy over their area distribution deal on two new features, "Gangbusters" and "The Immortal City."

The local branch of the Colosseum of Motion Picture Salesmen held a meeting at the Vine Street Screening Room and discussed current problems.

Jack Harris, Exploitation Productions, Inc., has acquired "Davy Crockett, Indian Scout" for distribution in this exchange territory.





Leon Serin, left, recently succeeded Jay Wren, right, as film buyer and city manager, AB-Paramount's Philadelphia theatres. Wren has been appointed general manager and film buyer of the Viking and Locust, Philadelphia, for Harry Sley, and will assume his duties on March 1. Serin comes to Philadelphia from Buffalo, N. Y., where he was manager, Paramount's Center.

DeLuxe Theatre Buying and Booking Service is now servicing the Manor, Wilmington Manor, New Castle, Del.

Circuits

Stanley-Warner

Jack Brodsky, Beau Brummell of the contact department, has not been seen wearing that cream color custom made vest that caused such a furor at the recent MPA dinner. The question of the hour is what happened to that vest, Jack?

Glenn Derringer, 10-year-old son of Sam Derringer, sound engineer, was another hit at McGuire Air Base, Fort Dix, when he played a guest appearance on the Duke Ellington "Mardi Gras" show.



Managing director Rodney Collier, Stanley, Baltimore, Md., recently "sold" the first ticket for the world premiere of Warners' "Battle Cry" to the new Marine mascot of Fort McHenry, now officially known as "Battle Cry," as Sergeant Lewis Strine and Sergeant Joan Rush looked on.

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The Wurlitzer Organ Company especially shipped one of their mighty organs for Glenn's use. Glenn, you know, made his debut with the Jackie Gleason TV show last October, as organist and accordionist, and is scheduled to play with the Philadelphia Orchestra on Feb. 19 at the Academy of Music.

Sol J. Hankin, retired theatre man, independent exchange owner in St. Louis, and formerly with this company here and Pittsburgh, died recently. . . . Happy birthday to Dolores Segal, who is celebrating today (Feb. 16). Dolores is secretary to Paul Castello and A. J. Vanni.

Former "Tomato King" Harry Kaplowitz now has a new title after being filmed for television newsreels. "Lover Boy" Kaplowitz did a scene with Cleo Moore, the five-minute kiss girl, for TV. The film actually appeared on WPTZ and WFIL-TV. Anybody wanting autographs, the line forms to the right! (All this took place at Old Bookbinders for the benefit of the March of Dimes). . . . Johnny Castello ordered a dozen prints of his father's picture with Cleo Moore so he could pass them around to his shipmates.

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Washington salesman Sid Eckman's lead off team in MGM's 1955 Motion Picture Theatre celebration, a 17-week campaign which runs through April 28, is seen, getting off to a fast start in the company's salute to the exhibitor.

District of Columbia

Washington

The world premiere of Columbia's "The Long Gray Line," RKO Keith's, took place before a celebrity-studded audience, including government leaders, top military commanders, important members of the diplomatic corps and outstanding personalities of Washington society. Also present for the full-dress premiere, with kleig-lights, bands, lobby TV, and radio interviews, and other special features, were industry leaders, including top Columbia executives and six members of the cast of the film, Maureen O'Hara, Robert Francis, Donald Crisp, Phil Carey, William Leslie, and Harry Carey, Jr. A special guest was retired Sergeant Marty Maher. Heading the list of the country's great whom Maher knew as cadets is President Dwight D. Eisenhower. The opening was sponsored by the Wives of the Officers of the Technical Services of the United States Army. Complete coverage by the NBC television cameras recorded the event on film for rebroadcast on the Dave Garroway "Today" show the following morning and on other network programs. Newsreel representatives and still photographers from the leading news services were present. Radio interview shows, both live and taped, were conducted in the lobby before the show. At the conclusion of the screening, NBC's Steve Allen "Tonight" video program emanated from Keith's with many of the notables in the theatre audience participating. Columbia Pictures executives, headed by executive vice-president Jack Cohn, attended along with A. Schneider, vice-president and treasurer; A. Montague, vice-president and general sales manager; Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity; Rube Jackter, assistant general sales manager; Louis Astor, George Josephs, and Vincent Borrelli, circuit account executives; Hortense Schorr, publicity manager; Howard LeSieur, director of advertising and publicity; Raymond Bell, public relations executive; Al Rylander, exploitation manager; and publicists George Ettinger, Joseph Hyams, and Ray Murray. At the conclusion of the film, General Matthew B. Ridgway, Army Chief of Staff, and one of the thousands of men whom Maher helped train at West Point, presented a citation to Columbia. From the Association of Graduates of West Point, the citation hailed the studio, director John Ford, stars Tyrone Power and Maureen O'Hara and the other creative artists involved in the filming, for their contribution in bringing the traditions and glories of West Point forcefully and entertainingly to the attention of the American public.

SANDY FILMS—Jerry Murphy, salesman, is on a business trip in Roanoke, Va. . . . Fred Sandy is off to Richmond, Va., to visit Sam Benthein, Neighborhood Theatres. . . . Gertrude Epstein, booker, is leaving for Charlotte, Va., on business. . . . The exchange is happy over the booking of "An Inspector Calls" at the Cinema, Baltimore, Md., and Lee, Richmond, Va.

Frank Gormley, Warners booker, is still on the sick list with a broken ankle.

EQUITY—Irving Wormser, vice president, Distributors Corporation of America, was in town in connection with opening of "Long John Silver," Loew's Capitol and Loew's Century, Baltimore, Md. David Hanna, exploiteer, was in a huddle with Jack Foxe, Loew's publicity man, working on several department store tie-ups and contest, in connection with "Long John Silver," DCA's first CinemaScope production.



Cleo Moore, one of the leads in Columbia's "Women's Prison," SW Stanton, was recently the center of attention during a press interview and cocktail party held at Old Bookbinder's Restaurant, Philadelphia, during her visit to plug the film. She is seen with, left to right, John Taxin, Bookbinders Restaurant; Frank Brockhouser, Evening Bulletin columnist; Norman Shigon, trade press representative; Ralph Collyer, WCAU; and Al Plough, manager of the theatre.

Esther Katznell, Republic booker is celebrating a birthday. . . . June Fauver, Republic inspectress, is out sick with the virus.

COLUMBIA — Chick Wingfield, salesman, is vacationing in Florida. . . . The girls in the office held a shower for Alethea Bryant, who will become Mrs. John Saigeon. The affair was held at the Neptune room. . . . Sally Meyers, bookkeeper, was out sick.

U-I—Margaret Parker is the new girl in the contract department. . . . Bob Miller, head booker, and Ray Forman, office manager, are attending meetings at the home office in New York. Forman, will visit friends and relatives while in New York. . . . Doc Summers, booker, was under the weather with virus. . . . Irma Steinberg, contract department, resigned and left the city.

Sandra Solomon, NSS clerk, is out sick with the virus. . . . Cecilia Babinger, Paramount clerk, had a birthday. . . . Helen Schultze, Paramount clerk, is mourning the death of her mother Anna. . . . Bob Grace, Paramount, returned to work after spending a week in the hospital.

Elbert Grover, RKO salesman, celebrated a birthday. . . . Helen Paulson, RKO, had a birthday.

Ellen McDonald, 20th-Fox secretary, returned back to work after brief illness. . . . Local F-13 will hold its monthly meeting at the Carlise Hotel.

STANLEY WARNER — Sid Hoffman, manager, Metropolitan, was asked to participate on a B.B.S. television show in London, England, in connection with a show honoring the life of a British subject. Hoffman was a life-time companion of the British subject honored. Hoffman and his wife were flown to England by BOAC all expenses paid. Mr. and Mrs. Hoffman plan to visit France and Switzerland while in Europe. The staff at the Metropolitan gave a farewell party for Hoffman. The trip marks the couple's first trip by air. Earl Layton is relieving while manager Hoffman is away. . . . Richard Egan was in town in connection with "Underwater" opening at Metropolitan. . . . Mary Jauron, chief of service, went back to work after brief illness.

Charles Redden, assistant, Loew's Columbia, was married to Elaine Smith. A reception at the Roger Smith Hotel followed the wedding, after which the couple left for Miami, Fla., for a two week honeymoon trip.

— T. C.

Delaware
Wilmington

A proposed plan for reorganization of the corporation operating the Brandywine Drive-In, including its sale to the Abraham M. Ellis Theatres Company, has been set down for a hearing Feb. 23 at 10.30 a. m. in U. S. District Court by Chief Judge Paul Leahy. The reorganization plan filed with the court states that the contract price for the sale of the theatre is $85,000. Rumors



Rodney Collier, left, managing director, SW Stanley, Baltimore, Md., recently presented a print of Warners' "Battle Cry" to Mayor Thomas D'Alesandro for the world premiere of the film at theatre. Representing the Marine Corps are, left to right, Captain Johanne Smith, Lieutenant Colonel John G. Dibble, and Captain Charles P. Logan.

in the trade that the Brandywine Drive-In was being sold to the Ellis Circuit were reported in MOTION PICTURE EXHIBITOR of Jan. 26.

— H. L. S.

Maryland
Baltimore

Revision of the powers of the Maryland State Board of Motion Picture Censors to approve and license motion pictures films was set forth in a bill recently passed by the Maryland State Senate now in session at Annapolis. In accordance with regular procedure, the bill has been forwarded to the Judiciary Committee of the House. Should the committee return a favorable recommendation on the bill it will be put up for vote before the House of Delegates. In passing through the State Senate the bill, which deletes the words "sacrilegious" and "indecent, inhuman, or immoral" from the present law, did not undergo any change or revision. At present, however, it is being reexamined, after a formal protest filed by a newsreel exhibitor. He contends that processing of newsreels by the Censor Board would require so much time as to detract from the film's timeliness. As a matter of fact, however, newsreels have been licensed for many years in Maryland.



In promoting Warners' "The Silver Chalice" at the SW Stanley, Philadelphia, recently, newsstand tieup was arranged, plugging the picture and book from which the film was taken. United News trucks carried posters announcing the opening, as shown.

Baltimore exhibitors motoring to Washington for a screening of "The Racers" included Bill Brizendine, Schwaber Circuit; Henry Hornstein, Horn; Jack Fruchtman, Keiths and News; Izzy Rappaport, Town and Hippodrome; and Leon Back, Rome Theatres. . . . Albert Lang, Hicks-Bakers Theatres, and Mrs. Lang are expecting a blessed event later this month. . . . Projectionists on the sick list include Charles Conners, Charlie Pearce, and John Grauling. . . . George Crouch, zone manager, Stanley Warner, was in town for the "Battle Cry" premiere. . .

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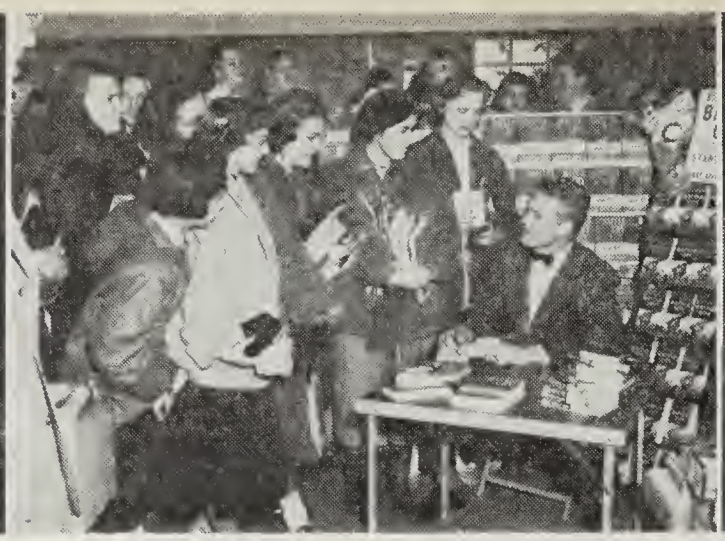
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At the recent premiere of Warners' "Battle Cry," SW Stanley, Baltimore, Md., were seen, left to right, the Kenwood Cadets of Esso American Legion Post entertaining crowds; Tab Hunter, one of the stars of the film, autographing copies of the best seller novel for a host of youthful admirers; and Mayor Thomas D'Alesandro signing a document officially proclaiming Febrnary as "Battle Cry" month in Baltimore as Hunter, Dorothy Malone, director Raoul Walsh, Mona Freeman, Leon Uris, author; and Sally Haines, contest winner, looked on with interest.

Rodney Collier, Stanley manager, had Elroy "Crazylegs" Hirsch in town for a day as part of advance promotion for "Unchained." Joe Friedman, Warners New York office, accompanied Hirsch.

— G. B.

Leonardtown

General manager T. L. Harrison, Jr., Park and Plaza, Lexington Park, Md., and 235 Drive-In, California, Md., moved into his new home at Town Creek last fortnight. . . . Mrs. Sadie Van Hoose, from England, resigned as concessionist at the Park, Lexington Park, Md., as her husband in the Navy has been given orders to move out. . . . Assistant manager Park, N. A. Hodgdon, visited Washington, D. C., on business and to see circuit theatre owner Jack Fruchtman. . . . Ray Trumbule, manager, Keith and New, Baltimore, Md., visited the Park and Plaza, Lexington Park, Md., on business for Jack Fructman. . . . Bob Harrison, aide, Park, Lexington Park, Md., has resigned as his father in the Navy has received orders to move out.

Pennsylvania

Reading

At the second meeting of the new bingo parlor operators' association, held in Wyomissing, Pa., with Francis C. Bensinger presiding, the enrollment of 26 members was announced. People's Club is the name adopted. For the present the chief objective of the club is to see that the game is played for entertainment and for merchandise prizes, not for cash prizes. The association will combat, however, any legislation proposed at Harrisburg inimical to bingo or any movement to label it as gambling.

Including some 35 old time photos of greats in the stage and film world of long ago, Paul E. Glase, manager, Embassy, and other Fabian theatre interests here, and owner, Glase theatrical library, has come into possession of a valuable collection of theatre programs and data The collection came from a friend who recently located the records and photos in the attic of an old house in the Pocono Mountains.

Richard T. Williamson, attorney, filed the appeal of the John B. Knorr trust estate, owner, Warners, from a new increased assessment on the theatre to $230,000. The assessment, which the city refused to reduce, is described as excessive and inequitable. The appeal was taken to the Berks County courts and will probably be argued a few weeks from now.

Herrwood E. Hobbs, well known here and a long time Pottsville, Pa., theatre manager, is one of four candidates taking civil service examinations for the postmastership in Pottsville. . . . The Rajah has been leased for Feb. 25 and 26 for the second annual "Sugar 'n Spice" musical revue by the Junior Council, Berks County Federation of Women's Clubs, as a cerebral palsy treatment center benefit. It is hoped that a considerable amount will be raised.

Virginia

Richmond

Approximately 300 exhibitors and affiliates from this area attended MGM's seventh Ticket Selling Workshop at the Jefferson Hotel. Mike Simons, director of customer relations, recruited William (Bill) Filer, local commercial manager, station WTVR, to speak on TV as an aid to the promotion of motion pictures. As a TV expert, he has been cooperating with the local motion picture industry. Theatre panelists speaking included Al Reynolds, general manager, Claude Ezell and Associates, Inc., Dallas; Bernie Hickey, recently appointed head of advertising, publicity, and exploitation, Shea Theatres; Bob and Melba Walker, husband and wife team who operate the Uintah, Fruita, Colo.; and Emery Austin, MGM exploitation director.

Variety Club

Tent 13, Philadelphia

The Tent is holding a luncheon in honor of The Honorable Lee Weinrett on his appointment as Judge of the Court of Common Pleas Number Five of Philadelphia on Feb. 28 at the Bellevue-Stratford Hotel. Subscription is $5.00.

"Port Of Hell" was screened through the courtesy of Allied Artists. . . . Sam Elber, press guy, is directing the Neighborhood Players production of "Gentle People."







Cleo Moore was in Philadelphia recently for the opening of Columbia's "Women's Prison," which was coupled with Columbia's "The Bamboo Prison," SW Stanton. Above, left to right, are seen the theatre front and truck with street bally for the combination show as arranged by Al Plough, manager; Miss Moore in prison garb posing behind bars on sidewalk bally ontside the theatre; and Miss Moore, still in prison garb, at an autograph session in the lobby of the theatre, with Milt Young, Columbia exploiteer, lending a hand at the far left. The picture combination held over.

MOTION PICTURE EXHIBITOR SERVISECTION

The Check-Up of all features and shorts for an eight-month period

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SECTION 2
Vol. 53, No. 16

FEBRUARY 16, 1955

Allied Artists

(1953-54 releases from 5401;
1954-55 releases from 5501)

(All features are being photographed for projection in aspect ratias from 1.33 to 1.85-1)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn far the duallers—80m.—see Nov. 3 issue.

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: "B"—(5504).

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh autdaar shaw—79m.—see July 28 issue—(5426).

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh pragrammer for the duallers—80m.—see Dec. 15 issue—(5505).

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry far the lower half—80m.—see July 28 issue—(5409).

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Tapical meladrama far the lawer half—69m.—see July 28 issue—(5417).

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer far the duallers—75m.—see Jan. 12 issue—Leg.: B—(5503).

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western far the lower half—71m.—see Feb. 9 issue—(5507).

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western far the lawer half—70m.—see Aug. 11 issue—(5427).

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensatianal selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN FURY—Jungle documentary—(Color)—(5411).

ANNAPOLIS STORY, THE—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor)—(5513).

BIG COMBO, THE—Cornel Wilde, Richard Conte, Jean Wallace—(5508).

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett—(5512).

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson—(English Made).

DARK VENTURE—Frank Lovejoy, Forrest Tucker, Peggie Castle.

DIAL RED O—Bill Elliot, Keith Larsen, Helene Stanley—(5509).

HIGH SOCIETY—Leo Gorcey, Huntz Hall, Amanda Blake—(5514).

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez.

MURDER IS MY BEAT—Barbara Payton, Paul Langton—(5510).

SEVEN ANGRY MEN—Raymond Massey, Debra Paget, Jeffrey Hunter—(5511).

SHOTGUN—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Technicolor)—(5515).

SPY CHASERS—Bowery Boys, Lisa Davis.

SWEET CHARITY—Richard Conte, Constance Smith, Bruce Bennett—(5512).

TONIGHT'S THE NIGHT—Yvonne De Carlo, Barry Fitzgerald. David Niven—(Technicolor)—(Made in England)—(5506)—88m.

WARRIOR, THE—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer far duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import far the duallers—89m.—see Oct. 20 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barraud, Carmilla Horn—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases fram 701)

All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slaw going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine pragrammer—80m.—see Dec. 15 issue.

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer far the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit inta the duallers—76m.—see Sept. 8 issue—(714).

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in Englanl)—(719).

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit Inta the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—Far the lower half—69m.—see Nov. 17 issue—(718).

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made impart has the Guinness name ta help—91m.—see Oct. 20 issue—(English-made).

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty af action—91m.—see Sept. B issue—(Technicolor)—(Made in England)—(709).

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 Issue—Leg.: B—(710).

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Ramantic drama is best far the art and specialty spats—63m.—see Sept. B issue—(Made in Italy)—(English dialogue)—(703).

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—13Bm.—see Feb. 9 issue—(Techincolor)—(CinemaScope).

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh pragram western—73m.—see Dec. 1 issue—(Technicolor).

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names ta sell—B7m.—see Oct. 6 Issue—(722).

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names ta help—91m.—see Nov. 3 issue—Leg.: B—(715).

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor)—(706).

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).

TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: "B"—(Technicolor)—(725).

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 Issue—(Technicolor)—(717).

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh far the duallers—77m.—see Sept. 22 issue—(Technicolor)—(720).

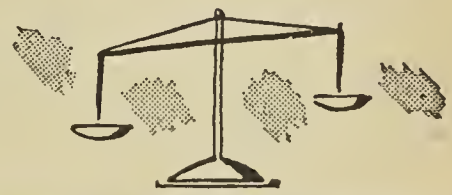
KEY

Leg. is the symbol far the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviatians following titles indicate type of picture.

AD—Adventure drama
ACD—Action drama
ACMU—Action musical
ADMD—Adult melodrama
BID—Biagraphical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
RD—Religious drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SFD—Science fiction drama
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western musical

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the FACTUALLY HONEST Data as originally published in our "Pink Section" REVIEWS. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn —96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

WOMEN'S PRISON—MD—Ida Lupino, Jon Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: "B"—(726).

TO BE REVIEWED OR IN PRODUCTION

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor).

CALICO PONY, THE—Van Heflin, Joan Woodward, Raymond Burr—(CinemaScope).

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens,

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker —(Technicolor).

END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).

FIVE AGAINST THE HOUSE—Guy Madison, Kim Novak, Brian Keith.

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

JAIL BAIT—Tommy Cook, Frank Griffin, Molly McCart.

JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

NEW ORLEANS UNCENSORED—Arthur Franz, Beverly Garland.

PRISONER, THE—Alec Guinness, Jack Howkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

RIOT ON PIER SIX—Arthur Franz, Beverly Garland.

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor) —(Made in England).

THREE FOR THE SHOW—Betty Grable, Jack Lemmon, Marge and Gower Champion—(Technicolor)—(CinemaScope)—Leg.: "B."

TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.

WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 Issue—(Ferraniacolor)—(English norration).

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average Import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 Issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mongano, Amedeo Nazzari—(Dubbed in English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed In English)—110m.

TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed In English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed In English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. B issue—(5327).

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England)—(5402).

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m. —see May 19 Issue—(English-made)—(5310).

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh Import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

RACE FOR LIFE, A—MD—Richard Conte, Marl Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made)—(5403).

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-mode)—(5329).

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 Issue —(Spanish-made)—(Dubbed in English)—(5323).

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made)—(5404).

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m. —see Feb. 9 issue—(Filmed in Germony)—(5406).

THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. B Issue (5404).

UNHOLY FOUR, THE — D — Paulette Goddord, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 Issue—(English-made) —(5401).

TO BE REVIEWED OR IN PRODUCTION

BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(AnscoColor)—(Made in El Salvador)—74m. —(5407).

GLASS TOMB—John Ireland—(English-mode)—(5409).

LONESOME TRAIL, THE—Wayne Morris, Margia Deon, John Agor—(5416).

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Roy Montgomery—(5414)—75m.

SILVER STAR, THE—Marie Windsor, Barton MacLane, Edword Buchanan, Lon Chaney—(5411)—73m.

THUNDER OVER SANGOLAND—Jon Holl, Marjorie Lord —(5415).

Metro

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availobility of stereophonic sound)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—144m. —see Feb. 9 issue—(Technicolor)—(520).

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles —112m.—see Dec. 29 Issue—(1.75-1)—(Reissue).

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 Issue—(Eastmon Color)—(Print by Technicolor)—(507)—(1.75-1).

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 Issue—(Eastman color)—(CinemaScope)—(515).

BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help —117m.—see Dec. 29 issue—(1.33-1)—(Reissue).

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 Issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature —Names will have to make the difference—108m.—see Sept. 8 Issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 Issue—(Ansco Color)—(CinemoScope)—(502).

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 Issue—(Made in England)—(511)—(1.75-1).

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue —Leg.: B—(Eastman Color)—(Print by Technicolor)—(512)—(1.75-1).

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 Issue—(506).

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 Issue—(Eastman Color)—(Made in South America)—(516)—(CinemaScope).

JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 Issue—(422)—(SS).

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemoScope)—(518).

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 Issue—(Technicolor)—(510)—(1.75-1).

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Porker, Victor McLoglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 issue—(Eastmon color)—(CinemaScope)—Leg.: "B"—(517).

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. B Issue—Leg.: B—(503)—1.75-1).

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivon—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 Issue—(509).

TARZAN THE APE MAN—AD—Johnny Weissmuller, Nell Homilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B—(508).

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 Issue—(505).

TO BE REVIEWED OR IN PRODUCTION

BEDEVILLED—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France).

BLACKBOARD JUNGLE—Glenn Ford, Anne Francis, Louis Calhern.

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

GLASS SLIPPER, THE—Leslie Caron, Michael Wilding, Keenen Wynn, Ballets de Paris—(Eastman Color).

HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Domone—(Color)—(CinemaScope).

INTERRUPTED MELODY—Eleanor Porker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).

MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).

PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-; SS indicates availobility of stereophonic sound; PS indicates availability of Perspecta sound)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor)—(5405).

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue—(5409).

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Poulette Goddord—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 Issue—(Technicolor)—(R-5403).

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 Issue—(Technicolor)—(5401).

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor) —(VistaVision)—(5404)—(PS).

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 Issue — (Technicolor) — (VistaVision) — (5430)—(PS).

TO BE REVIEWED OR IN PRODUCTION

AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).

COURT JESTER, THE—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).

EDDIE FOY STORY, THE—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—B5m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg. "B"—(509).

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue—(570).

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 issue (Color)—(Made in Guatemala).

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor)—(572).

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color)—(504).

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope)—(506).

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. B issue—(571).

TO BE REVIEWED OR IN PRODUCTION

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Color)—(CinemaScope).

ESCAPE TO BURMA—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).

RAGE AT DAWN—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

TARZAN'S HIDDEN JUNGLE—Gordon Scott, Vera Miles—(507).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue—(5314).

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 issue—(5326).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue—(5310).

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue—(5242).

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue—(5311).

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(5312).

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England)—(5432).

TIMBERJACK—OMD—Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor).

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. B issue (5309).

TROUBLE IN STORE—F—Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made)—(5431).

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN MANHUNT—Myron Healey, Karen Booth, John Kellog.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DOCTOR IN THE HOUSE—Dirk Bogarde, Muriel Pavlow, Kenneth More—(English-made)—(Rank)—(Technicolor).

ETERNAL SEA, THE—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middleton.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

MAN FROM TEXAS—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

REBEL ISLAND—Yvonne De Carlo, Zachary Scott, Howard Duff—(TruColor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(424).

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue)—(541).

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made)—(428).

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(422).

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue)—(542).

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made)—(429).

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(420).

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico)—(5066).

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue.

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color)—(427).

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope).

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—112m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: "B"—(505).

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor)—(408).

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(CinemaScope)—(Color by DeLuxe)—(426).

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue.

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope)—(421).

TO BE REVIEWED OR IN PRODUCTION

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan—(CinemaScope)—(Made in Japan).

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope)—(509).

OUR GIRL FRIDAY—Joan Collins, Kenneth More—(Color)—(508-2).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(Cinemascope)—(Made In Hong Kong).

TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made In England)—(504-1).

UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope)—(507).

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemaScope)—(510).

WHITE FEATHER—Robert Wagner, Debra Paget, Virginia Leith, Dale Robertson—(Technicolor)—(CinemaScope)—(Made in Mexico)—(503).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

SUDDENLY—MD—Well-made, interesting melier—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed melier has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassau).

BIG HOUSE, U. S. A.—Broderick Crawford, Ralph Meeker—(Schenck).

BRASS RING, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

BULLET FOR JOEY, A—Edward G. Robinson, George Raft, Audrey Totter—(Bischoff-Diamond).

CANYON CROSSROADS—Richard Basehart, Phyllis Kirk, Steven Elliot—(Joyce-Werker).

DESERT SANDS—Ralph Meeker, Marla English—(CinemaScope)—(Deluxe Color)—(Bel-Air).

FIREBIRD, THE—Ellen Rasch, international ballet and apera cast—(Lesser)—(Gevacolor).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

KISS ME DEADLY—Ralph Meeker, Cloris Leachman, Albert Dekker—(Aldrich).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Wilcox).

MARTY—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

OTHELLO—Orson Welles, Michael MacLiammoir, Suzanne Cloutier—(Made in Europe)—(Mercury).

PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D)—(Nassour).

ROBBERS ROOST—George Montgomery, Richard Boone—(Eastman Color)—(Goldstein-Jacks).

SABAKA—Boris Karloff, Nino Marcel, Reginald Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Technicolor)—(Goldstein).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Eastman Color)—(Made in Italy)—(Lopert-Lean).

TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Baird-Foster).

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Made in England)—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue—(513).

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 Issue—(Technicolor)—(501).

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular—432).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B.

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor)—(511).

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue (English-made)—(Rank)—(486).

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action melier—86m.—see Aug. 25 issue—Leg.:B—(431)—(1.75-1).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(504)—(1.85-1).

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope—505)—(2-D—506).

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action melier—96m.—see Jan. 26 issue—Leg.: "B"—(512).

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program melier—88m.—see Feb. 9 Issue—(Technicolor)—(516).

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 Issue—Leg.: B—(Technicolor).

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor)—(503).

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE MUMMY—Bud Abbott, Lou Costello.

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

CAPTAIN LIGHTFOOT—Rock Hudson, Barbara Rush—(Technicolor)—(CinemaScope)—(Made in Ireland)—(514).

CHIEF CRAZY HORSE—Victor Mature, Suzan Ball, John Lund—(Print by Technicolor)—(CInemaScope).

CULT OF THE COBRA—Faith Domergue, Richard Long, Marshall Thompson.

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

LADY GODIVA OF COVENTRY—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

LAND OF FURY—Jack Hawkins, Glynis Johns—(Eastman (Color)—(Made in New Zealand)—(Rank)—(509).

LOOTERS, THE—Rory Calhoun, Julie Adams, Thomas Gomez.

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MAN FROM BITTER RIDGE, THE—Lex Barker, Mera Cordey—(Technicolor).

MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor).

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest.

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

REVENGE OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter.

THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 issue—(WarnerColor)—(CinemaScope)—(411).

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue—(407).

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 Issue—(WarnerColor)—(402)—(1.85-1).

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(332)—(1.85-1).

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope)—(408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 Issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue—(412).

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(409)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).

BLOOD ALLEY—John Wayne, Lauren Bacall—Leg.: "B."

EAST OF EDEN—Julie Harris, James Dean, Raymond Massey—(WarnerColor)—(CinemaScope).

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

JUMP INTO HELL—Jacques Sernas, Kurt Kasznar, Arnold Moss—(410).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Bani, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

NEW YORK CONFIDENTIAL—Broderick Crawford, Richard Conte, Anne Bancroft—Leg.: "B"—(413).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors addresses will be furnished on request)

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special ar limited appeal—110m.—see Dec. 29 Issue—(Eastman Color)—(Schaefer).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be explaited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolar)—(Selznick).

EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Carp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m —see Sept. 22 issue—(Hallmark).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color)—(DCA).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half —90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Technicolor)—(CinemaScope)—(Made in Australia)—(DCA).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue (Filmakers).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel —Routine burlesque show for the exploitation spots 53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor) —(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr, Contessa Vera Richkova—Fair burlesque entry—66m.—(Partly in color)—(Union).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m. —see Oct. 6 issue—(German-made)—(English titles) —(Brenner).

ANIMAL FARM—CAR.—Produced ond directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).

ANNA CROSS, THE—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m. —see Sept. 22 issue—(Russian-made)—(English titles) —(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller —83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue —(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made) —(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots —75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Strotford).

FOUR WAYS OUT—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English) —(Carroll).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m. —see Jan. 26 issue—(English-made)—(Associated Artists).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports —108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .

GREEN SCARF, THE — MYD — Michael Redgrave, Kieron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots —100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

ILLICIT INTERLUDE—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made) —(English titles)—(Times).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m. —see July 28 issue—(Italian-made)—(English titles) —(Burstyn).

SKANDERBEG—HISD—Akaki Khrava, Besa Imani, Adivie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary —38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TRUE AND THE FALSE, THE—D—Signe Hasso, William Langford, Michael Road—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor) —(Artkino).

UGETSU—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka —Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B — (Japanese-made) — (English titles)—(Harrison-Davidson).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	
7414	(Feb. 17)	G.I. Dood It (Besser)			

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)			

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)			

SERIALS (4)

7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)		15ep.	

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash			
7406	(Mar. 10)	Gyped In The Penthouse			

CANDID MICROPHONES

(Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1			

COLOR FAVORITES (15)

(Technicolor)

(Reissues)

7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts			
7609	(Mar. 10)	River Ribber			

MR. MAGOO (4)

(Technicolor)

7701	(Dec. 16)	Destination Magoo	E	6½m.	
7702	(Feb. 24)	Magoo's Check Up			

MR. MAGOO SPECIAL

(Technicolor)

(CinemaScope)

7509	(Jan. 6)	When Magoo Flew	E	7m.	3857

(1954-55)

MUSICAL SPECIAL (1)

7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars			
7857	(Mar. 24)	Hollywood Fathers			

THRILLS OF MUSIC (6)

(Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	(Feb. 10)	Tony Pastor and Orch.		10m.	

UPA ASSORTED CARTOONS (4)

(Technicolor)

7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	
7503	(Feb. 24)	Babie Boogie			

WORLD OF SPORTS (10)

7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rosslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mollets	F	10m.	3919
7806	(Feb. 6)	Aquatic Acrobats			
7807	(Mar. 17)	Fishing Paradise			

MGM

One Reel

CARTOONS (16)

(Technicolor)

(T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	

CINEMASCOPE CARTOONS

(Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)		7m.	
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)			

FITZPATRICK TRAVELTALKS (6)

(Technicolor)

(Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuara	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara			

GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse			
	(Mar.)	Salt Water Tabby			

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)			
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	
	(Apr.)	Just What I Needed			

Paramount

CARTOON CHAMPIONS (6)

(Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6)

(Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek			
B14-4	(Mar. 4)	Keep Your Grin Up			

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive			

HEADLINER CHAMPIONS THRILLS (6)

(Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4)

(Technicolor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood			

NOVELTOONS (6)

(Technicolor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes			

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	F	10m.	

POPEYE CARTOONS (8)

(Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags			
E14-4	(Feb. 11)	Nurse To Meet Ya			

TOPPERS (6)

M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Fact; Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore			

VISTAVISION SPECIAL

V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909

SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(.....)	Basketball Highlights			

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	
54207	(Mar. 4)	Nature's Showcase			
54208	(Apr. 1)	Inland Seas			

SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	
54307	(Feb. 18)	Chamois Hunt			
54308	(Mar. 18)	Tanbark And Turf			
54309	(Apr. 15)	Jai Alai			

WALT DISNEY CARTOONS (3)

(Technicolor)

(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)

54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe			
54105	(Feb. 18)	Lake Titicaca			
54106	(Mar. 11)	Contrasts in Rhythm			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	
		One Reel			
		THIS WORLD OF OURS (6) (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	

20th Century-Fox

		CINEMASCOPE SPECIALS (Color)			
7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piono Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m	.3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Jan.)	Tuna Clipper Ship (Tech.)		18m.	
7502	(Feb.)	Stampede City (Color)		7m.	
7503	(Jan.)	Birthday Parade (Color)		10m.	
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			
		One Reel			
		SEE IT HAPPEN (6)			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isle Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort In Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle In Satisfied Customers	F	7m.	3722
5413	(May)	Toll Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort In the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor			
5503	(Jan.)	A Yokohama Yankee			
5505	(Feb.)	Terry Bears In Duck Fever			
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort-In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland			
5504	(Feb.)	Swooning The Swooners			
5506	(Mar.)	Gandy Goose In It's All In The Stars			
5508	(Apr.)	The Two-Headed Giant			

United Artists

		SPORTS SPECIAL			
		Marciano-Charles Fight	G	21m.	3848

Universal-International

		Two Reel			
		MUSICAL FEATURETTES (13)			
1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	
1304	(Feb. 14)	Keep It Cool	F	16m.	
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	
1306	(Apr. 11)	Strictly Informal	G	16m.	
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	
		One Reel			
		VISTARAMA SPECIAL (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Skelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	
1324	(Mar. 14)	Witch Crafty	F	6m.	
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	

Warners

		SPECIALS (12) (Technicolor)			
2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull			
2007	(Mar. 5)	Mississippi Traveler			
		CLASSICS OF THE SCREEN (6)			
2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young			
		One Reel			
		BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Uproar			
2307	(Feb. 26)	You Were Never Duckier			
		BUGS BUNNY SPECIALS (6) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny			
2726	(Mar. 26)	Sahara Hare			
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Wont To Be A Gladiator			
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up			
2712	(Feb. 26)	Stork Naked			
2713	(Mar. 12)	Lighthouse Mouse			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds			
2506	(Mar. 19)	Football Royal			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days			
		MISCELLANEOUS			
		Alien Orders (COI)	F	10m.	3857
		Chevalier de Menilmontant (Burstyn)	G	14m.	3873
		Composers In Clay (United World)	G	22m.	3856
		For Peace and Friendship (Color) (Artkino)	F	39m.	3887
		Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
		Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
		Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
		Lesson In Anatomy, A (IFE)	F	11m.	3849
		Lost Paradise, The (Pictura)	G	11m.	3857
		Miracle in Music, A (American)	G	8m.	3900
		Mystery Of Leonardo, The (IFE)	F	10m.	3848
		New Van Gogh, The (IFE)	G	15m.	3856
		Paul Gauguin (Pictura)	G	13m.	3848
		Queen's Colors, The (McDonald)	E	17m.	3918
		Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
		Romantic Youth (Burstyn)	F	15m.	3865
		Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
		Siam (Buena Vista) (Technicolor)	E	32m.	3918
		Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
		Story of Light, The (Color) (Bondy)	E	9m.	3866
		USSR Today No. 19 (Artkino)	F	12m.	3844
		USSR Today No. 24 (Artkino)	F	19m.	3874
		World of Life, The No. 1 (Meadow)	G	16m.	3873
		World of Life, The No. 7 (Meadow)	G	16m.	3873
		World of Life, The No. 13 (Meadow)	F	16m.	3873
		World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,— for it will be up-to-date the next time issued.

IN YOUR HANDS NOW—

you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**	**JANUARY**
Bowery To Bagdad Bowery Boys Treasure of Ruby Hill Z. Scott, C. Matthews, D. Foran	The Violent Men G. Ford, B. Stanwyck, E. G. Robinson (Technicolor) (CinemaScope) The Bamboo Prison R. Francis, D. Foster Masterson Of Kansas G. Montgomery, N. Gates (Technicolor)	They Were So Young S. Brady, R. Burr, J. Matz (Made in Germany) The Silver Star M. Windsor, B. MacLane, E. Buchanan, L. Chaney	Bad Day At Black Rock S. Tracy, R. Ryan, A. Francis (Color) (CinemaScope) Green Fire S. Granger, G. Kelly, P. Douglas (Made in Columbia) (Technicolor) (CinemaScope)	The Bridges At Toko-Ri W. Holden, F. March, G. Kelly, M. Rooney (Technicolor)	The Americano G. Ford, C. Romero, U. Theiss (Technicolor) Quest For the Lost City D. and G. Lamb (Color)	African Manhunt M. Healey, K. Booth Trouble In Store N. Wisdom, M. Rutherford, M. Lister (English-made) (Rank) Carolina Cannonball J. Canova, R. Elliott, A. Clyde The Square Ring J. Warner, J. Collins, M. Red (English-made)	Carmen Jones D. Danridge, H. Belafonte (Color by DeLuxe) (CinemaScope) Prince Of Players R. Burton, M. McNamara (Color) (CinemaScope) Twelve O'Clock High (Reissue)	Black Tuesday E. G. Robinson, P. Graves, J. Parker (Goldstein) The Beachcomber G. Johns, R. Newton (Technicolor) (Rank) Battle Taxi S. Hayden, A. Franz, M. Thompson (Tors-Arthur)	So This Is Paris T. Curtis, G. DeHaven, G. Nelson (Technicolor) Destry A. Murphy, M. Blanchard, L. Nelson (Technicolor) West Of Zanzibar A. Steel, S. Sim, E. Connor (Technicolor) (Made in East Africa) (Rank)	Young At Heart D. Day, F. Sinatra, E. Barrymore (WarnerColor) (Print by Technicolor)
FEBRUARY	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**
The Big Combo C. Wilde, R. Conte, J. Wallace Dial Red O B. Elliott, K. Larsen, H. Stanley Murder Is My Beat B. Payton, P. Langton	Ten Wanted Men R. Scott, J. Brando (Technicolor) Women's Prison I. Lupino, J. Sterling, C. Moore, H. Duff Pirates Of Tripoli P. Henreid, P. Medina (Technicolor)	Thunder Over Sangoland J. Hall, M. Lord	Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope) Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)	The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	Underwater! J. Russell, R. Egan G. Roland (Technicolor) (Superscope) Tarzan's Hidden Jungle G. Scott, V. Miles	Doctor In The House D. Bogarde, M. Pavlow (Technicolor) (English-made) Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope) The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope) Belle Starr's Daughter Dakota Lil (Reissue)	Saboka B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin) Canyon Crossroads R. Basehart, P. Kirk, S. Elliott (Joyce-Werker) The Good Die Young L. Harvey, G. Grahame, R. Basehart (Remus)	The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor) Six Bridges To Cross T. Curtis, J. Adams, G. Nader Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope) Unchained E. Hirsch, B. Hale C. Morris
MARCH	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**
Seven Angry Men R. Massey, D. Paget, J. Hunter The Big Tip Off R. Conte, C. Smith, B. Bennett	New Orleans Uncensored A Franz, B. Garland, H. Stanton Wyoming Renegades P. Carey, G. Evans, W. Bishop (Technicolor) The Detective A. Guinness, J. Greenwood, P. Finch (English-made)	The Glass Tomb J. Ireland (Made in England)	Hit The Deck J. Powell, D. Reynolds, V. Damone (Color) (CinemaScope) Anchors Aweigh (Reissue)	The Country Girl B. Crosby, G. Kelly, W. Holden	Escape To Burma B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)	The Eternal Sea S. Hayden, A. Smith, D. Jagger (Made in Hawaii)	Untamed T. Power, S. Hayward, R. Egan (Color) (CinemaScope) Our Girl Friday J. Collins, K. Moore, G. Cole (Color)	Big House, U.S.A. B. Crawford, R. Meeker (Schenck-Koch) Stranger On Horseback J. McCrea, Miroslava (Technicolor) (Goldstein) Marty E. Borgnine, B. Blair (Hecht-Lancaster)	Captain Lightfoot R. Hudson, B. Rush (Technicolor) (CinemaScope) (Made in Ireland) Smoke Signal D. Andrews, P. Laurie (Technicolor) Land Of Fury J. Hawkins, G. Johns (Eastman color) (Made in New Zealand) (Rank)	Battle Cry A. Ray, M. Freeman, V. Heflin (WarnerColor) (CinemaScope) New York Confidential B. Crawford, A. Bancroft, R. Conte

OBSERVATIONS
Feb. 22—Washington's Birthday

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
FEBRUARY		6	14	22
MARCH	1-30	8	16	23

FILMAKERS
Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

BUENA VISTA
Jan.—20,000 Leagues Under The Sea

ANNUAL CONVENTION

INDEPENDENT THEATRE OWNERS

of OHIO

FEB. 28-MAR. 1

DESHLER-HILTON HOTEL

COLUMBUS

Program

Monday, Feb. 28

Noon—Luncheon for all registrants

1:30—Open Forum

Speakers

WILLIAM C. GEHRING
General Sales Manager
20th Century-Fox

ABRAM F. MYERS
General Counsel
Allied States Association

MAURICE BERGMAN
Eastern Studio Representative
Universal Pictures

MERLIN LEWIS
Executive Secretary TESMA

8:30—Preview of a new picture at a downtown theatre

Tuesday, Mar. 1

10:00—MGM Presents "Ticket Selling Workshop"

12:00 Noon—You will be the guest of MGM. The members of the Legislature will also be at this luncheon

6:30—Banquet
This will be all entertainment. Two outstanding acts have been obtained

MOTION PICTURE

EXHIBITOR

FEBRUARY 23, 1955 GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

IN TWO SECTIONS • THIS IS SECTION ONE



United Artists president Arthur Krim looks well satisfied, and with good reason, as the company announced last week that it had concluded additional deals with independent producers in a continuing program of UA expansion of its production lineup.

TOA Board Okehs Arbitration

(page 5)

"Hitting The Nail On The Head"

(editorial)

AND FEATURING: THE SERVISECTION



RUSSELL DOWNING
Managing Director of
Radio City Music Hall

THE BIGGEST PICTURE FOR THE BIGGEST THEATR

When the Music Hall seeks an attraction for the most important playing time of the year, the Easter holidays, it selects the finest entertainment the industry can offer. All over the nation too, M-G-M's "THE GLASS SLIPPER" will enthrall audiences at Easter time.

☆



M-G-M presents the perfect entertainment for the Easter holidays

It is predicted that Leslie Caron's new picture will be on 10 Best lists, just as "Lili" was.

The Glass Slipper

A screenful of romance, music, spectacle
in radiant COLOR starring

LESLIE CARON · MICHAEL WILDING

KEENAN WYNN · ESTELLE WINWOOD · ELSA LANCHESTER · BARRY JONES

Written For the Screen by HELEN DEUTSCH · Ballets by ROLAND PETIT · Featuring BALLET de PARIS · Photographed in EASTMAN COLOR

Directed by CHARLES WALTERS · Produced by EDWIN H. KNOPF

(Available in Perspecta Stereophonic or 1-Channel Sound)

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

FEBRUARY 23, 1955
VOLUME 53 NUMBER 17

HITTING THE NAIL ON THE HEAD

FROM TIME TO TIME we have been honestly critical of some of the policies and proclamations of the Allied States exhibitors. Just as honestly, and possibly even more frequently in view of the more docile role they play, we have criticized the TOA exhibitors. As an independent trade paper, published for the best interests of *all* exhibitors, rather than for the relative percentages of the whole that belong to any one or another exhibitor association, we believe this to be our right, our privilege, and our duty.

By the same token, we believe that we have a duty to honestly praise, and to direct the spotlight of publicity on any policy or proclamation of one group that is for the best interest of *all* exhibitors, or of the industry as a whole. An example of this latter can be found in the interim report of Allied's Emergency Defense Committee as directed recently to the mid-winter meeting of the Allicd States board of directors in St. Louis.

Speaking of the currcnt high and inflexible film prices and the need to include some consideration of sales policies in any industry conferencc, the EDC had this to say:

"The sales heads cannot take a detachcd view of the policies and practices which they have themselves devised, nor shed their indifference to ultimate harmful results to all concerned, so long as their companies' earnings remain high.

"First things should come first and EDC leaders are convinced that compared to working out fair and equitable methods of licensing films, based upon the ability of exhibitors to pay, so-called trade practices are but pinpricks and should not stand in the way of a prompt solution of the basic problem of film rentals. The first concern of the industry should be the sub-run or small town exhibitor who is required to pay 50 per cent of his gross receipts in order to show a picturc that has already run for eight weeks in the nearest key theatre. The entire subject of film prices should have the immcdiate, dispassionate consideration of men with the vision to see that the motion picture business cannot have a future unless health is restored to all its parts."

To further confirm the opinion that film prices based on whim and inflexible national policy that do not leave the retailer room for normal profit are doing more to constrict and eliminate the small town and subsequent run theatre than any other one industry problem, the EDC conducted a survey of its membership in some 15 different states and areas, and relates the following:

"The familiar complaint that sub-runs and small town theatres cannot make a profit on top pictures because of the exorbitant terms demanded, runs through the replies like a scarlet thread. The small exhibitors assert that they cannot pay 50 per cent of their receipts for any picture and come out whole; that they are forced to pass up great attractions in order to avoid a loss. Their claim is borne out in part by the fact that many memorable pictures released in recent years were not exhibited in thousands of the smaller theatres. Deduct the repeat engagements from the total engagements on any outstanding picture and the result will reveal how far short of the distribution potential the picture fell.

"From the information available to us, we can only conclude that the blow to a sales manager's vanity resulting from the acceptance of any terms less than 50 per cent on such pictures is more painful than the monetary loss incident to passing up the account. But the loss to the exhibitor both in money and prestige is very great; and the entire industry suffers the loss of valuable good will when large segments of the public are denied the privilege of seeing the most publicized, and the best, pictures."

From our own contacts with nearly 10,000 subscribers, who operate many more than that number of theatres across the nation, we can concur with the EDC on the national importance of this problem. We also believe that it has becomc of prime importance to the current well-being and to the future success of this industry. Certain it is that the importance of motion pictures, as an industry, as an art, and as a form of popular entertainment, must be judged by the millions-of-attendancc totals and not by the astronomical dollar totals possible through high-dollar-admissioned first-runs.

We thank this committee of the Allied States exhibitors for contributing this portion of their report to the best thinking of the industry. They have hit the nail on the head!

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Distribution

UA welcomes new producers into the fold (page 14).

Columbia matches its exchanges in a huge sales drive (page 17).

Exhibition

Famous Players Canadian Corporation signs an agreement for 20th-Fox films expected to result in more than $10,000,000 in film rentals by 1957 (page 14).

Financial

Columbia announces the greatest six month earnings in its history (page 6).

Elmer C. Rhoden tells NT stockholders that the downward trend is reversed and top upcoming films are a source of optimism (page 11).

International

Canadian theatres map their fight on exorbitant royalties for music; Toronto's Variety Club honors one of its members for his civic activities; the Ontario admissions tax, despite hopes, will probably not be reduced; and other Canadian matters are discussed (page 12).

Legal

The American Civil Liberties Union asks the Supreme Court to end all pre-censorship (page 5).

Elmer F. Lux is dismissed as a defendant in the Schine contempt suit (page 6).

Legislative

The FCC asks for written comments on the question of toll-TV approval and both sides applaud the action (page 6).

Mel Konecoff

The New York Variety Club awards a citation to actress Suzan Ball and elects William J. German as chief barker; skating and Swiss Fondue celebrate the arrival of "Cinerama Holiday"; Columbia buys breakfast as "The Long Gray Line" opens; a cocktail party ends a movie contest sponsored by exhibitor associations and The New York Journal American; King Vidor, director, comments on his forthcoming "War And Peace"; a reporter reads his mail; and other happenings are attended to (pages 4 and 16).

Organizations

The TOA board meeting in Washington approves the new industry arbitration plan in principle, fights toll-TV; and asks that the forthcoming roundtable discussions include film rentals (page 5).

Pat McGee answers Allied on COMPO activities (page 11).

More than 1,200 are expected at Variety Clubs' forthcoming Los Angeles convention (page 15).

Production

Leonard Goldenson, AB-PT president, sees continued improvement in business and a rise in film production (page 5).

The 20th-Fox board approves plans to enter TV production and expand the number of this year's films (page 11).

U-I adopts Perspecta sound for all productions (page 15).



Bert E. Friedlob, producer, 20th-Fox's "Untamed," recently discussed the film, which was made on location in South Africa on a $3,750,000 budget. Prominently seen is Mel "The Pipe" Konecoff, associate editor, MOTION PICTURE EXHIBITOR.

NEW YORK
By Mel Konecoff

AWARD FROM THE HEART: Last week saw the local Variety Club meet at the first luncheon session of the year to inaugurate its new method of programming, to elect a new slate of officers, and to award a citation to actress Suzan Ball "for her great heart that enabled her to carry on under circumstances that would have ended the career of a less stalwart person." Miss Ball lost a leg during an operation some time back but has continued her career as a U-I star, appearing in that company's soon-to-be-seen release "Chief Crazy Horse."



KONECOFF

Leonard Goldenson, president, United Paramount Theatres-American Broadcasting Company, paid tribute to Miss Ball and presented her with the citation before some 200 attendees at the Toots Schor restaurant. Martin Levine and outgoing chief barker Edward Fabian also addressed the gathering. Aboard the dais were Charles Feldman, general sales manager, Universal - International, and actor Richard Long, Miss Ball's husband.

William J. German was elected chief barker; Edward Fabian, first assistant, Larry Morris, second assistant; Martin Levine, property master; Jack Hoffberg, dough guy. Canvasmen named were George W. Brandt, Bernie Brooks, Emil Friedlander, Leonard Gruenberg, Harold J. Klein, Ira Mienhardt, Maurice J. Miller, Charles L. Okun, Harold Rinzler, Jack Rosenfeld, Morris Sanders, Al Schwalberg, Cy Seymour, Spyros S. Skouras, David Snaper, Sol Strausberg, Mort Sunshine, Saul Trauner, George Waldman, William Westphal, and Max E. Youngstein.

FONDUE SECTION: Recently that public relations consultant of distinction, Lynn Farnol, insisted that we drop in and sample some Swiss Fondue alongside the ice skating rink at Rockefeller Plaza at a party thrown in honor of the arrival of "Cinerama Holiday" at the Warner. We arrived there in time to sample the mixture of melted Swiss cheese, kirchwasser, white wine, etc., as well as to have Barbara Troller, one of the stars of the film, show us how to sop up the delicacy on little hunks of bread.

She said it was the custom for a pretty girl to kiss anyone who spilled any of the goo betwixt plate and mouth whereupon we were dripping like crazy but to no avail. Our recollections at this point are that the fondue, Farnol, Mrs. Troller, the ice skaters, "Cinerama Holiday," and the cheese makers of Switzerland are all wonderful, and that the kirchwasser is powerful stuff. Hic.

OPENING HULLABALOO: At the crack of dawn the other day we joined a host of Columbia press agents atop the Hotel Statler, who in turn joined a load of disc jockeys, who in turn joined a lot of people who were selected as winners in some sort of contest involving "The Long Gray Line." Some day we must find out what kind of contests these were, but that morning no one was volunteering and we weren't asking.

Columbia went through this routine on "From Here To Eternity" and on "The Caine Mutiny" so they figured why not

(*Continued on page* 16)

BROADWAY GROSSES

(As of this Monday)

Some Good, Some Not So

NEW YORK—Business in the Broadway first-runs was fluctuating last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"White Feather" (20th-Fox). Roxy reported $13,627 for Wednesday through Sunday, with the first, and only, week expected to top $16,000.

"Jupiter's Darling" (MGM). Radio City Music Hall, with stage show, tallied $86,000 for Thursday through Sunday, with the first session heading toward $146,000.

"The Country Girl" (Paramount). Criterion did well with $41,000 on the 10th week.

"Bad Day At Black Rock" (MGM). Rivoli was down to $16,000 on the third week.

"The Far Country" (U-I). Globe anticipated the second week at $14,000.

"Underwater" (RKO). Mayfair looked toward $22,500 for the second week.

"20,000 Leagues Under The Sea" (Buena - Vista - Disney). Astor claimed $266,400 for the ninth week.

"New York Confidential" (Warners). Victoria opened to a good $30,000 first week.

"Sign Of The Pagan" (U-I). Loew's State dropped to $18,000 on the second week.

"The Long Gray Line" (Columbia). Capitol reported $64,000 for the second week.

"Battle Cry" (Warners). Paramount reported $66,000 for the third week.

TOA Board Approves Arbitration Plan

Urges Inclusion Of Rentals At Roundtable Discussions; No Action Taken On Allied Bill For Federal Regulation

WASHINGTON—Theatre Owners of America's board of directors last week approved and adopted in principle a proposed draft of an arbitration system submitted to it by the committee of distribution and exhibition which was working on the problem.

The board also approved the sending of representatives to the forthcoming industry roundtable conference, but warned that if film rentals were not placed high on the agenda, the meeting would be a waste of time.

Other important developments at the board meeting at the Mayflower Hotel included the voting of the board to throw the full weight of the organization behind the fight on toll-TV which is shaping up before the FCC, the announcement of the first stockholders' meeting of Exhibitors Film Financial Corporation; and the querying of Justice Department officials as to the legality of the divorced circuits investing in EFFG.

TOA officials revealed no details of the plan for arbitration, beyond saying that it provides for a conciliation service which would attempt to solve grievances on a local level, and that it lists all arbitrable subjects and provides for complete methods for organization and operation of the system. According to Herman Levy, general counsel, the proposal covers more ground than the 1952 suggestion, and although TOA's delegates are instructed to work with the committee to clarify a few points, there appeared to be no insurmountable details which would prevent the arbitration scheme from being adopted quickly.

In connection with the fight on toll-TV, the board recommended that the joint committee prepare kits to send to all theatre owners, so that they could be "alerted to expose on the local level the inherent fallacy of subscription television's claims." They also recommended that speakers be trained to expose these claims through the formation of national clinics.

The resolution passed by the board authorizing delegates to the industry conference stated that "these delegates will be instructed to have designated for top agenda importance, the obtaining of relief from prohibitive film rentals and other inequitable conditions of licensing films." Levy explained that "other inequitable conditions" included extended runs and price floors.

The first stockholders' meeting of EFFG was scheduled for March 15, at which time the Justice Department has promised to reach a decision on the legality of the divorced circuits investing in the group.

Board chairman Walter Reade, Jr., stated that no discussion was held regarding Allied States' bill for federal regulation of the film industry. "When we know what they mean, and what they are going to do," said Reade, "then we'll be able to discuss what we're going to do."

TOA representatives and Defense Department officials moved closer to an agreement on the problems of theatres near military installations. A. Julian Brylawski, spokesman for TOA, revealed certain plans that had been submitted to the Defense Department to relieve the situation. They include the proposal that first-runs be made available to post theatres 14 days after their opening or release date, provided the picture is played by a civilian theatre within the post area within 30 days after it is shown in key cities in the region. If no civilian theatre is going to show the picture in 30 days, the post would not have to wait at all.

Allied, TOA Meeting Temporarily Postponed

WASHINGTON—The first meeting between representatives of Theatre Owners of America and National Allied committees to advance the common interests of the two groups and iron out the differences between them was postponed last week to permit Rube Shor, new president, National Allied, to sit in at the session. He was resting following the Allied board meeting and drive-in convention in St. Louis last fortnight.

TOA president E. D. Martin said that he was happy that Shor planned to participate in the meeting, which would discuss all problems affecting both TOA and Allied members.

No date was set for the new meeting. The conference will discuss such topics as to whether TOA will go along with Allied in supporting Allied's Emergency Defense Committee, and will include the question of arbitration.

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Feature Reviews—"The Big Combo" (Allied Artists); "Murder Is My Beat" (Allied Artists); "Tonight's The Night" (Allied Artists); "The Master Plan" (Astor); "New Orleans Uncensored" (Columbia); "Mademoiselle Gobette" (I.F.E.); "The Glass Slipper" (MGM); "White Feather" (20th-Fox); "Captain Lightfoot" (U-I); "Chief Crazy Horse" (U-I); "East Of Eden" (Warners); "New York Confidential" (Warners); "Holiday For Henrietta" (Ardee); "The Intruder" (Associated Artists); "The Wages Of Fear" (International Affiliates); "Cinerama Holiday" (StanleyWarner-Cinerama); "The Stranger's Hand" (DCA).

Goldenson Sees Rise In Film Production

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, returing from a recent three-week visit to the Coast, claims that he found producers encouraged by the recent business upswing, and expecting good grosses on good pictures.

Goldenson expects that such an atmosphere will lead to the production of more pictures, for it will make producers more inclined to "gamble."

Pointing to the growing recognition of TV boxoffice potential in Hollywood, Goldenson urged that TV be used to develop new stars and to make them familiar to the present large crop of youngsters in America, so that they will grow up with the new stars, according to Goldenson, the 21,000,000 children who will become 12 years old in the next five years can form the backbone of the industry in years to come.

He maintained that TV should become the testing ground for new talent of all types, supplanting the "B" picture, and he argued that the TV approach is not costly.

Goldenson predicted that all studios would eventually engage in TV production along the lines adopted by Columbia and its subsidiary, Screen Gems. He is hopeful that an industry TV show can be put on the air.

Goldenson proposed an intermediate price scale for teen-agers. Pointing out that it's an expensive proposition when a teen-ager wants to take his girl to the theatre today, the AB-PT president stressed the importance of installing the film going habit in the youth of America.

ACLU Asks Censorship Ban

WASHINGTON—The American Civil Liberties Union last week asked the Supreme Court to declare unconstitutional all state and local laws requiring film censorship prior to public showing.

The matter came before the Supreme Court in connection with a case challenging the validity of Chicago's city ordinance prohibiting public exhibition of films without a permit from the police commissioner and requiring the commissioner to determine that the picture is neither immoral nor obscene.

Charles Leibman sought a permit to show "The Miracle," which was refused. A lower court found the Chicago licensing system unconstitutional, but the Illinois Supreme Court held that it did not violate the constitution.

Brandt Suit Settled

NEW YORK—A settlement was reached out of court last week in the $400,000 suit against circuit operator Harry Brandt, charging that he had not lived up to his agreement to lease a theatre built for him by Lujacks, Inc., a Florida real estate company. Terms of the settlement were not revealed.

FCC Asks For Written Comments On Toll-TV Approval Question

WASHINGTON—The Federal Communications Commission last week set May 9 as the deadline for public comments to be filed on whether it should approve subscription television.

The commission indicated that after it gets the written comments it would decide whether to hold public hearings on the question or whether to issue proposed rules authorizing toll-TV without any formal hearing.

FCC chairman McConnaughey and commissioners Hyde, Webster, Doerfer, Lee, and Bartley favored the commission action. Commissioner Hennock dissented, asking for a public hearing without delay. At least two commissioners have said that they feel that public hearings at any stage of the investigation would be too time consuming, and that at the most there should be oral argument at a later stage on proposed rules. In her dissent, Hennock said, "The Commission should not arrive at well founded conclusions on so far reaching and basic a change in American broadcasting methods on the basis of written comments alone. Since hearings would be necessary in any event, it would be preferable to hold them without delay."

The Commission asked for comment on more than two dozen questions relating to law, facts, and public interest. One question asks specifically for information "disclosing the role to be played by the motion picture industry in subscription TV."

Questions involving points of law revolve around whether subscription TV is "broadcasting" under the communications act and the authority of the FCC to allocate to it channels used for TV broadcasting, and if the FCC has no authority over it, what amendments to the act must be made to give it that authority.

The cost of equipment, the possibility of interference with regular TV, adverse effects on TV receivers now in the hands of the public, patent control, licensing arrangements, types of programs to be available, and who will control their production and distribution, additional revenue for TV broadcasters, and other questions of fact are listed for comment by the commission.

Questions involving the public interest include the impact on toll-TV on advertiser-sponsored broadcasting; its effect on broadcast news and diverse views on controversial issues; and safeguards to insure that such broadcasting will continue to be available to the public without charge.

Both Sides Applaud Commission Action

NEW YORK—The decision of the FCC to conduct a full-scale public investigation into the pros and cons of subscription television was applauded last week by Trueman Rembusch and Alfred Starr, co-chairman, Joint Committee on Toll-TV. "Such an investigation will disclose the tremendous latent opposition on the part of the public as television set-owners, the television industry, Hollywood, and other interested parties," the co-chairmen declared.

"The FCC's refusal of Zenith's request for immediate sanction without public hearings seems evidence that the commissioners feel the issues of the public interest should be investigated thoroughly and broadly before serious consideration is given to such a radical change in the traditional philosophy of free broadcasting. The FCC members are to be congratulated on their democratic approach to a controversial and little-understood issue."

As an example of the public interest issues involved, the co-chairmen asserted that the public air would be turned into a commodity and sold to set-owners if toll-TV were sanctioned. "You cannot broadcast free television and toll-TV simultaneously over the same channel—one eliminates the other."

In Chicago, Commander E. F. McDonald, Jr., president, Zenith Radio Corporation, stated that he, too, is delighted with the FCC action.

"In taking this acion," McDonald said, "the commission followed one of the three alternative procedures suggested in the Zenith petition filed last November." McDonald said.

McDonald said that this procedure will enable those interested to show the commission and the American public, with a minimum of delay, that subscription television can bring right into the American living room the great entertainment which is not now available except in the theatre or stadium.

Rosenberg Sees Sub-Runs Affected By Subscription-TV

NEW YORK—Frank P. Rosenberg, Warners' contract producer, stated recently that toll-TV will never replace the first and second-run theatre in providing a source of amusement to the American public. "The general public tends to seek its entertainment away from home," he said.

The subscription TV medium will affect the third, subsequent, and smaller situations around the country, according to Rosenberg. He predicted that 1955 motion picture business will be great, owing to the abundance of good product to be released.

Lux Dismissed In Schine Suit

BUFFALO—Elmer F. Lux, president, Buffalo City Council, was dropped from the list of defendants in the government's contempt trial of the Schine Theatres last week.

Judge John Knight ruled that the government had not presented sufficient evidence in the case of Lux to support the charges against him, but he refused defense motions to drop the charges against the other five individual defendants or the nine corporation defendants.

Lux is president, Elmart Theatres, Inc., described by the government as a Schine subsidiary. He formerly was general manager and vice-president, Darnell Theatre, Inc., also a defendant in the Schine trial.

Columbia Announces Record Net Profit

NEW YORK—Columbia last week announced the greatest six-months earnings, in the company's history, in a statement issued by Harry Cohn, president.

Reflecting the sharp upward turn in the motion picture industry, Columbia's statement showed a net profit of $5,153,000 before taxes for the six month period ending Dec. 25, 1954. The net profit after estimating federal, state, and foreign taxes was given as $2,823,000. This also was a new high for the corporation, as was the $3.40 earned per share of common stock.

The earnings for the first six months of Columbia's fiscal year thus showed a substantial gain over the similar period for 1953-54, a record year in which the company hit a high of over $80,000,000 in gross income. The comparative figures for the first six months of last year showed $4,759,000 in net profit before taxes, $1,910,000 net profit after taxes and $2.24 earned per share of common stock. For both years, the earnings per share were based on the 794,236 shares of common stock which were outstanding on Dec. 25, 1954.

Kaye Film Honored

NEW YORK—The Brotherhood Award, highest honor of the National Conference of Christians and Jews, has been bestowed on Danny Kaye's "Assignment Children," Kaye's widely acclaimed film record of his recent trip to Asia on behalf of the United Nations International Children's Emergency Fund.

"Assignment Children," which had its world premiere for UN and international notables at UN headquarters last fortnight, was selected for the 1954 award by the N.C.C.J. commission on mass communications from among scores of films under consideration.

In addition to this Brotherhood Award, Kaye and Paramount have received the warmest praise and tribute from the UN and UNICEF officials, including Dag Hammarskjold, secretary-general.

16mm. Complaint Amended

HOLLYWOOD—The government last week ammended paragraph 31 of the original complaint in the 16mm. anti-trust suit, which was recently expanded to include six exhibitor groups as co-conspirators, to charge that the "defendants have maintained an intricate system to police and enforce, and, with the assistance of co-conspirators, have policed and enforced license restrictions upon exhibitors of 16mm. feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions."

House Okehs Fine Boost

WASHINGTON—The House judiciary committee last week approved a bill to boost the maximum Sherman Anti-Trust Act fine from $5,000 to $50,000. The administration approved measure has passed the house twice in recent congresses, but could not get by the Senate. The outlook for Senate action this year is said to be very good.

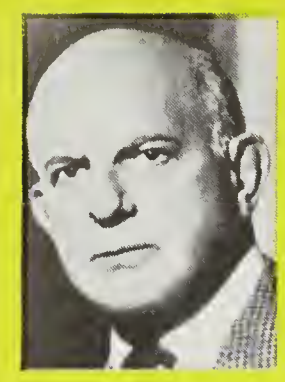
1955 BOOKING CALENDAR

REPUBLIC ACCEPTS THE CHALLENGE...

TO DELIVER THE BIG PICTURES EXHIBITORS WANT... WHEN EXHIBITORS NEED THEM MOST...

REPUBLIC PICTURES

with a guarantee of consistent and regular release throughout 1955 of the greatest number of top money productions in Republic's 20 years of picture making!



My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the company.

HERBERT J. YATES



TIMBERJACK

STERLING HAYDEN · VERA RALSTON · DAVID BR
ADOLPHE MENJOU · HOAGY CARMICHAEL · CHILL WI
Associate Producer-Director JOE KANE · **TRUCOLOR** by Consolidated



TEXAS LEGIONNAIRES

STERLING **HAYDEN** · ANNA MARIA **ALBERGHETTI** · J.CARROLL **NAISH**
Directed by FRANK LLOYD · **TRUCOLOR** by Consolidated



THE ETERNAL SE

STERLING **HAYDEN** · ALEXIS **SMITH** · DEAN **JAGGER**
Associate Producer-Director JOHN H. AUER



MAGIC FIRE

YVONNE DeCARLO · CARLOS THOMPSON · RITA GAM
VALENTINA CORTESA · ALAN BADEL
Produced and Directed by William Dieterle · **TRUCOLOR** by Consolidated



SANTA FE PASSAG

JOHN **PAYNE** · ROD **CAMERON** · FAITH **DOMERGUE**
Directed by BILL WITNEY · **TRUCOLOR** by Consolidated



MAN FROM TEXAS

JOHN PAYNE · MONA FREEMAN · LEE J. COBB

Associate Producer-Director JOE KANE • **TRUCOLOR** by Consolidated



REBEL ISLAND

YVONNE DE CARLO · ZACHARY SCOTT · HOWARD DUFF

Associate Producer-Director Edward Ludwig • **TRUCOLOR** by Consolidated



THE LONG WATCH

TRUCOLOR by Consolidated

A VENTURE EPIC OF THE YEAR... FROM ROBERT F. MIRVISH'S BEST-SELLER!



THE GUNMAN

starring **RAY MILLAND**

Directed by Ray Milland • **TRUCOLOR** by Consolidated



THREE LEAVES of a SHAMROCK

A JOHN FORD PRODUCTION

TYRONE POWER • MAUREEN O'HARA • BARRY FITZGERALD



ANNIE JORDAN

TRUCOLOR by Consolidated

FROM MARY BRINKER POST'S BEST-SELLING NOVEL OF THE SEATTLE WATERFRONT!

PICTURE AFTER PICTURE FOR RELEASE WEEK AFTER WEEK!

Productions listed below are but a part of the box-office pictures that will make up Republic's 20th year of entertainment.

Today, more stories are in preparation or in work at the Studio than ever before . . . Best sellers to be produced with famous stars and top directors.

1. **TROUBLE in the GLEN**
Starring Margaret Lockwood, Orson Welles, and Forrest Tucker. Produced and directed by Herbert Wilcox in Trucolor by Consolidated. A romantic adventure by the author of "The Quiet Man."

2. **The ATOMIC KID**
Co-starring Mickey Rooney and Robert (Stalag 17) Strauss. A laugh explosion when someone slips a "Mickey" into atomic tests. A Mickey Rooney Production, directed by Leslie H. Martinson.

3. **HELL'S OUTPOST**
Rod Cameron, Joan Leslie, Chill Wills. The most explosive action picture of the year. From the novel, "Silver Rock," by Luke Short. Associate Producer-Director Joe Kane.

4. **AFRICAN MANHUNT**
Danger and excitement as the hunt for a killer reaches into the untamed jungles of Africa.

5. **TROUBLE IN STORE**
With the great International comedian, Norman Wisdom, and Margaret Rutherford. A real belly-laugh comedy.

6. **CAROLINA CANNONBALL**
Hi-jinks with the inimitable Judy Canova in another great laugh hit.

7. **The SQUARE RING**
Heart, sweat and tears, in a punch-packed drama of the fight game.

8. **DOCTOR in the HOUSE**
Universally acclaimed as the smash hit of the year, with the stars of "Genevieve." An irreverent story of medical students—their trials, their errors, their loves.

9. **A DAY to REMEMBER**
A fast-moving story of light-hearted romance.

10. **TIMBERJACK**
Robust adventure as wild as the north country which is its magnificent setting. From the novel by Dan Cushman.

11. **DON JUAN'S NIGHT of LOVE**
Passion and intrigue in the romantic days of Madame Pompadour.

12. **The ETERNAL SEA**
The romance of the sea, the love of a woman, and the dramatic story of the courage of a gallant Navy hero.

13. **YELLOWNECK**
Rare suspense as five deserters escape from the battlefield, only to face death in the Everglades. Trucolor by Consolidated.

14. **SANTA FE PASSAGE**
The oynamic story of fighting men and beautiful women, with heart-stopping action, thrills and romance.

15. **I COVER THE UNDERWORLD**
Trigger-fast action as a priest invades the underworld to reclaim his twin brother, a big-shot racketeer.

16. **MAGIC FIRE**
Three women thrilled to his romantic fire, the world to his genius. The story the life and loves of Richard Wagner.

17. **MYSTERY of the BLACK JUNGLE**
The terror of the untamed, as men stalk the mysterious jungle country.

18. **MAN FROM TEXAS**
Roaring outdoor saga of the early frontier, from the Saturday Evening Post story that thrilled millions.

19. **PHANTOM RACKETEER**
Mystery and suspense of a hidden killer in a crime-ridden town.

20. **The BIG JACKPOT**
A fast moving comedy romance of a big money payoff that made a marriage i Lady Luck and Dan Cupid.

21. **REBEL ISLAND**
Romance and intrigue in the lush tropical setting of the fashionable Baham

22. **TEXAS LEGIONNAIRE**
The immortal story of the Alamo and the Texans' never-to-be-forgotten fight for freedom.

23. **CIRCUS GIRL**
The spectacle of circus life against the exotic background of Ceylon and I

24. **THE GUNMAN**
Academy Award-winning Ray Milland will star in and direct this off-beat stor an original by Talbot Jennings and John Tucker Battle. Big-scale outdoor drama, in Trucolor by Consolidated.

25. **The BIG WHISPER**
Virginia Van Upp will write and produce the film version of her original sto a high suspense drama of continental intrigue.

26. **THREE LEAVES of a SHAMROCK**
John Ford, the only four-time Academy Award-winning director, once again b his magic touch to Ireland, setting of his boxoffice hit, "The Quiet Man."

27. **The VILLAGE DOCTOR**
A warm, human-interest drama about medicine and faith in a small town. Trucolor by Consolidated.

28. **ANNIE JORDAN**
The Mary Brinker Post novel has sold millions of copies. To be filmed with a cast of great star names.

29. **The LONG WATCH**
Action and excitement aboard an old tramp steamer flying an outlaw flag. From Robert F. Mirvish's best-seller. Filmed in Trucolor by Consolidated

Discuss Republic's plans for you in '55 with "Mr. Republic" in your territory

20th-Fox Board Okehs TV, Production Plans

NEW YORK—Twentieth Century-Fox last week announced the allocation of several million dollars for the complete re-tooling of its Western Avenue studios in Hollywood to television production, following unanimous approval of its board of directors.

The move sets into immediate motion plans for transforming the lot into one of the most modern and complete studios for the production of films for television with re-tooling slated to begin shortly.

Sid Rogell, executive producer, will head the project which will see 10 stages and theatre geared for full video production.

At the same time, the board unanimously approved plans for production head Darryl F. Zanuck to increase from 16 to 22 the number of CinemaScope productions to be made at the studio this year. The entire line-up will be in color. Zanuck came to New York from Los Angeles expressly for the meeting to present plans for the nearly 40 per cent stepped up production schedule.

The approval will see $50,000,000 earmarked for the 22 pictures, an increase of $13,000,000 over the 16-picture slate previously planned.

N. Y. Wins Appeal Right

NEW YORK—The appelate division has granted New York City permission to appeal its decision on the local admissions tax to the court of appeals in Albany.

Theatre attorneys opposed the city's move to appeal to Albany, contending that the appelate rule was not a final order and that the case would have to be returned to Queens Supreme Court for trial on all the issues.

Assistant Corporation Counsel Stanley Buchsbaum hopes to get the case heard in Albany in the first week in March, when he will argue that the city's ruling on breakage calls for the "practical" method employed in business and banking.

The final report of Dr. Frederick Bird, head, temporary commission on fiscal affairs, completely ignored the question of the admissions tax.

It was learned that the commission, which was ordered by Governor Dewey last June to undertake a study of the tax, had made a special report on the subject, but no official statement has been made on the subject. Exhibitors hoped that the report would support their claims that they were unable to pay the tax.

Todd-AO To Collect Royalties

NEW YORK—The Todd-AO Corporation will be paid a royalty of five cents a person for all persons viewing "Oklahoma" in the United States and Canada, it was disclosed last week in a prospectus released by United Artists Theatre Circuit.

The royalty abroad will be at the rate of 3.5 cents a person. It will be the policy to charge a similar royalty on additional productions, such as the Michael Todd Company's "Eighty Days Around The World."

This information was released by UATC because of that company's heavy investment in Magna Theatre Corporation.

Rhoden Tells NT Stockholders That Downward Trend Is Reversed



David O. Selznick is about to become associated with MGM once again, with an agreement to be signed calling for MGM's financing, release, and partnership in two large-scale films to be made by the Selznick Company, and personally produced by him.

Lardner Appeal Refused

WASHINGTON—The Supreme Court refused last week to intervene in the case of screen writer Ring Lardner's suspension from 20th-Fox under the morals clause of his contract for refusing to answer the questions of the House Un-American Activities Committee. Lardner was appealing a Ninth Circuit Court decision which upheld the company's right to fire him. The circuit court decision reversed a previous decision in Lardner's favor by a district court. The case is expected to act as a precedent for deciding similar suits by other industry workers who were fired when they refused to answer the committee's questions as to whether or not they were Communists.

McGee Answers Allied On COMPO Activities

NEW YORK—Replying last week to a resolution passed by the Allied States board of directors to the effect that COMPO should not permit the use of its name in connection with state organizations or units, Pat McGee, president, Rocky Mountain COMPO, emphasized that his organization was not out to replace any exhibitor organization or to precipitate raids on their membership.

He pointed out that the board of Rocky Mountain COMPO includes members of both TOA and Allied, and urged that exhibitors in his group should continue their support of either or both, as their preference dictated.

Tracing the growth of his organization, McGee noted that it had started as a purely exhibitor organization, the Colorado Association of Theatres, but in emulation of Texas COMPO, had broadened its membership to include supply houses, buyers and bookers of cooperative groups, film salesmen, and other segments of the industry. McGee stressed the belief of his group that all interested parties should be organized in a single group.

LOS ANGELES—Reporting that the downward trend of first quarter business in National Theatres is being offset in the second quarter due to high quality motion pictures now showing, Elmer C. Rhoden, president, in addressing stockholders at the company's annual meeting last week, voiced confidence in the circuit's as well as the industry's future prospects, with special emphasis placed on the high quality of forthcoming product.

Rhoden said the first seven weeks of the second quarter showed an increase in gross of 4.2 per cent and estimated profits before federal taxes, 12 per cent greater than in the same period last year. It is hoped, he said, the improved trend will be sufficient to overcome the first quarter decrease of $103,000 from the comparable quarter last year.

Rhoden based his optimism about the future months on a large inventory of high quality entertainment that he estimated to number 14 important attractions compared to eight in the comparable 1954 period. He also called a group of forthcoming releases as "the strongest array of films we have had in a long, long time, all of which should swell the grosses of the motion picture theatres throughout the country."

As a result of the company's compliance with the government's consent judgment and its divestiture of 105 theatres, Rhoden said National Theatres was now in a position to embark upon a program of expanding its earnings.

Rhoden said the management's program to this end calls for investment in additional theatres and allied phases of the amusement industry; stimulating attendance at theatres through comprehensive advertising and sales research and experimentation; liquidation of unproductive properties; and introduction of new techniques in motion picture presentation such as the Todd-AO process to be first shown to the public in "Oklahoma."

The stockholders re-elected as directors Gregson Bautzer, John B. Bertero, Peter Colefax, B. F. Giles, Earle G. Hines, Willard W. Keith, Alan May, Richard W. Millar, Elmer C. Rhoden, F. H. Ricketson, Jr., and Graham L. Sterling, Jr. Elected as a new member of the board was George H. Heyman, Jr., partner in Abraham and Company, member firm of the New York Stock Exchange. The stockholders also approved by a vote of 1,932,322 to 54,799 a stock option plan which will permit 20 key executives to acquire National Theatres stock at 95 per cent of a given market price.

Immediately following the stockholders meeting the board met and re-elected the following officers, Elmer C. Rhoden, president; F. H. Ricketson, Jr., vice-president; John B. Bertero, vice-president and counsel; E. F. Zabel, vice-president; Alan May, vice-president and treasurer; T. H. Sword, secretary; Laurence A. Peters, assistant secretary; Paul F. Scherer, assistant treasurer and assistant secretary; and A. M. Ahlskog, assistant treasurer. The firm of Lybrand, Ross Brothers and Montgomery was again selected by the stockholders as auditors.

The International Scene.....

Canada

Theatres Map Fight On Music Royalties

TORONTO—Long a contentious issue, that of payment of royalties for music to the Composers, Authors, and Publishers Association of Canada Ltd., is to be fought by theatres on two fronts. First gun to be fired will come from the Musical Protective Society of Canada, representing the users of copyright music in Canada, at the Ottawa hearing of the Royal Commission on Patents, Copyrights, Trade Mark, and Industrial Designs. This will be followed by opposition from the Motion Picture Theatres Association of Ontario at the Copyright Appeal Board a week later.

The Protective Society in its brief contended that CAPAC is as much the representative of publishers as it is composers and that its methods have been criticized by a Royal commission in 1935 and in the USA by the Supreme Court.

Certain recommendations were made by the Society for what it considered a more equitable tariff and a more democratic method. It asked, among other things, that the Copyright Appeal Board, which fixes fees, should have on it representatives of those interested in its considerations.

The MPTAO does not object to the present fees of CAPAC, since CAPAC does not intend to raise them, but opposed the principle of any fee on the ground that there exists double payment.

The MPTAO committee contends that music in motion pictures is paid for through a fee charged the producers. Payment of a scale of fees according to the number of seats and size of theatre, as practiced in Canada, was eliminated in USA some years ago by anti-trust legislation.

Canadian Comment

A leading benefactor of Variety Village, the pet charity of Toronto's Variety Club, Jack Kent Cooke, was honored by his fellow-barkers in a meeting dedicated to express the club's appreciation of his efforts. Cooke, who owns the Toronto Maple Leaf Baseball Club, assured fellow-members of the undying devotion of himself and associates to the famed project for Ontario's handicapped youth. Tangible recognition of Cooke's interest was given him through presentation of diamond cuff links by John J. Fitzgibbons. The meeting was described by Chief Barker Harry S. Mandell as the "finest" meeting in the history of the tent. He said it was fitting that it should be so, since that night tribute was being paid to a man who had done so much for Variety Village. During the meeting, Doug Patterson, accompanied by Bob Harvey and Lorne Moore, presented a check for $1,770 for the North Bay Theatre Managers, being the proceeds of a recent show for the Village. It was announced that the annual graduation dinner for the students of Variety Village will take place this year on Feb. 24. The Variety Club's Heart Fund will benefit through a tour by George Formby, famed English comedian. He will make six appearances in Canada, opening May 9 at the Maple Leaf Gardens in Toronto. The Variety Club will also present His Majesty's Scots Guards, also in the Gardens. Arrangements are being made by Ernest Rawley and Jack Fitzgibbons. A total of $13,603 has been contributed to Variety Village through the efforts of George Altman's Mavety Film Delivery, which has hauled 510,000 pounds of salvage materials.



Sophia Loren recently presented in Rome a special citation to E. R. Zorgniotti, representing IFE, from the Italian Motion Picture Newspapermen's Guild as a tribute to IFE's activities in promoting Italian films in the United States. The presentation was at the Gala Cinema Ball, where Miss Loren was also cited as "Italy's most exciting personality of 1954."



J. R. Grainger, president, RKO, and Mrs. Grainger, were met at the Mexico City airport during their recent sales trip there. From left to right are Michael Havas, RKO's Latin American supervisor; Mrs. Grainger, Grainger, Mrs. Havas, Ramon Fernandez, RKO sales manager for Mexico; and Eugenie Serrano, publicist.

No sign of the expected end of the Amusement Tax on tickets in Ontario under 50 cents was in the Speech From The Throne of the Ontario Legislature. Although forecast in a story in The Telegram, Toronto, the expected reduction did not come about although some representations were made by The Motion Picture Theatres Association of Ontario.

The Association of Motion Picture Producers and Laboratories of Canada will make representations to the Federal Government on the matter of the handicap placed on Canadian commercial motion picture production by present taxes, providing imported subjects with a price advantage under some conditions. The all-day session elected Pierre Harwood, Omega Productions, Inc., Montreal, president, as successor to W. J. Singleton, Associated Screen News, Montreal, who did not run again. Grame Fraser, Crawley Films, Ottawa, was made vice-president, and Donald M. McClymont, Ottawa, was reappointed secretary-treasurer.

CINE CHATTER: Following the resignation of Rex Shale from Perkins Electric as their Toronto manager, A. A. Richardson has taken over the managership. Shale has gone on an extended holiday, and will announce his plans on his return. Richardson was with Perkins Electric for the past two and a half years. . . . There were a total of 25 inductees into the Canadian Picture Pioneers from various parts of the country. The largest group of 16 came from Toronto, with others coming from such centers as Hamilton, St. Catherines, Montreal, Peterboro, and Ottawa. . . . E. D. Rowe purchased the Capitol, Meaford, from Phillip Fingold. . . . Bruce Yeo, prominent motion picture exhibitor in Prince Edward Island, has been returned for the third time in a row as mayor of his town. . . . M. C. Healy sold his interest in the Swift Current Amusement Company to F. J. Lundholm, thus ending a partnership formed over 28 years ago. Although the partnership has been dissolved, there is no change in the name of the company, of which Vic Phaneuf is manager. The company operates the Eagle and Lyric, Swift Current. Theatre operator for more than 50 years in Toronto, Jacob Smith, 74, died at his home of a heart attack. He operated the Kum-C, Toronto, for 45 years. . . . A special performance at the Hollywood, Toronto, aided the Boy Scouts in sending some 40 of their members to the World Jamboree. . . . A full house greeted the special benefit show of the Hamilton Theatre Managers Association for the Variety Club at the Tivoli. Other shows are being held by the Belleville Theatre Managers, the St. Catherines group, and the Ottawa managers. Variety Dough Guy Dan Krendel recently announced that to date such shows have brought Variety $30,312, to which must be added the recent North Bay contribution, $1,770. . . . A new house, the Oasis, Radville, Sask., was opened by Shibley Enterprises, Ltd., featuring a large screen, a cry room, and "lovers seats" for two persons in each row.

—HARRY ALLEN, JR.



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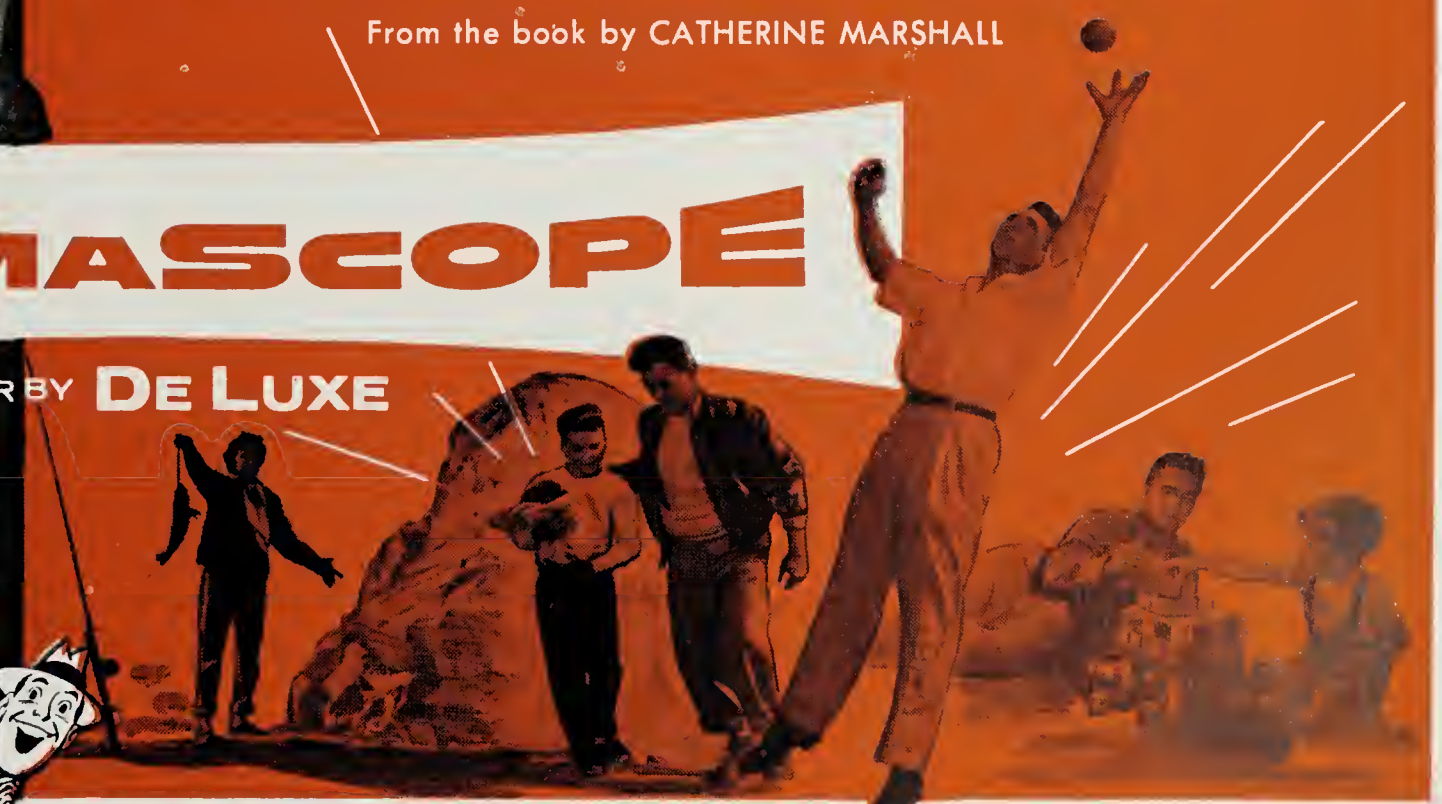
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National Allied recently conducted an important board meeting in St. Louis in conjunction with its annual drive-in convention. On the left, retiring president Ben Marcus hands the reins of the exhibitor group over to Cincinnati's Rube Shor, new president, and on the right is a scene clearly showing the great interest in Allied's film clinics, an important part of the convention.

20th-Fox And Famous Players Sign Film Pact

NEW YORK—A major three-year exhibition deal, estimated as resulting in excess of $10,000,000 in film rentals for the years 1955-1957, has been consummated between Famous Players Canadian Corporation, Ltd., and 20th-Fox Film Corporation, it was announced last week.

The agreement, in which the theatre company will exhibit the producing company's features and short subjects, is the largest deal ever worked out on 20th-Fox CinemaScope product.

Details of the huge deal were worked out by president John J. Fitzgibbons, Rube Bolstad, and Ben Geldsaler of the theatre organization; representing 20th-Fox were Al Lichtman, director of distribution; Arthur Silverstone, assistant general sales manager; and Peter Myers, Canadian division manager.

Famous Players Canadian controls and operates nearly 200 theatres ranging from Newfoundland on the east to Victoria, B. C., on the Pacific. It is the largest circuit in the Dominion, with headquarters in Toronto.

DCA Directors Elected

NEW YORK—The first annual stockholders meeting of Distributors Corporation of America last week elected seven men to the board of directors.

Those elected were Joseph M. Seider, James P. McCalister, Leslie R. Schwartz, Charles Boasberg, Irving Wormser, Frank Milton, and Fred J. Schwartz.

The new directors will shortly meet to elect officers. The company is reported to be planning to set up a subsidiary to handle product to fill the second half of double features. The new firm is to be named Spartan Pictures. DCA's states rights distributors will handle Spartan films, the first of which is reported to be "Devil Girl From Mars."

IATSE Sued

CHICAGO—Trebled damages of $315,000 and an injunction are sought by IPE film distributors in an action filed in federal district court against IATSE Local 110, projectionists; Eugene Atkinson, business agent; Clarence Jalas, secretary-treasurer; and Dudley Howell and Louis Cleppe, operators. The suit alleges that the defendants failed to show the picture, "Salt Of The Earth," at the Cinema Annex recently despite an agreement to do so.

SMPTE Award Group Named

HOLLYWOOD—Dr. John G. Frayne, president, Society of Motion Picture and Television Engineers, announced last week the appointment of a five-man committee to select the 1955 winner of the Society's Progress Medal Award. It was last awarded, in 1953, to Fred Waller, inventor of Cinerama, "for putting to practical use the peripheral vision phenomenon."

The committee will be under the chairmanship of Dr. Otto Sandvik, assistant division head, Physics Department, Kodak Research Laboratories in Rochester, N. Y. Dr. Sandvik's committee will be composed of Glenn L. Dimmick, development engineer, RCA, Camden, N. J.; Raymond L. Garman, vice-president, General Precision Laboratories, Inc., Pleasantville, N. J.; Hollis W. Moyse, photographic products department, E. I. du Pont de Nemours, Hollywood; and Arthur V. Loughren, director of research, Hazeltine Corporation, Little Neck, N. Y.

Presentation of the award will be made at the 78th semi-annual convention of the SMPTE, Oct. 3-7, Lake Placid, N. Y.

Directors Honored

HOLLYWOOD—Academy Award nominee Elia Kazan was hailed last week by the members of the Screen Directors' Guild, receiving a silver plaque for "outstanding directorial achievements for 1954." Others so honored were William Wellman, Alfred Hitchcock, Billy Wilder, and George Seaton.

Allied '55 Convention With TESMA, TEDA, IPA

ST. LOUIS—It was learned at the National Allied board meeting and drive-in convention last fortnight that the 1955 national convention and trade show will be held in conjunction with Theatre Equipment and Supply Manufacturers Association, Theatre Equipment Dealers Association, and the International Popcorn Association.

Signing the contracts for the organizations were Jack Kirsch, president, Illinois Allied; Fred C. Matthews, TESMA president; Ray Colvin, TEDA executive director; and Thomas J. Sullivan, executive vice-president and counsel, IPA.

The conventions and trade show are scheduled to take place in the Morrison Hotel, Chicago, on Nov. 6-9 inclusive.

UA Welcomes New Producers To Fold

NEW YORK—In the most concentrated and far-reaching series of production deals in the company's history, United Artists has concluded agreements with seven film-making organizations during the past six weeks that will add a minimum of 25 important features to the company's roster of upcoming releases, it was revealed last week.

The producers and organizations figuring in the UA expansion program are Kirk Douglas, Joseph L. Mankiewicz, Crown Productions, Pine and Thomas, Sabre Productions, Norman Krasna, and Henry Fonda.

Douglas' newly-formed Bryna Productions will deliver six films to the Arthur Krim company in the lead-off deal of the program, which marks the star's producing bow. The first three features, which will star Douglas, are "The Indian Fighter," "Viking Raiders," and "Van Gogh."

Mankiewicz's Figaro, Inc., productions has signed to make four films for UA, two of which will be written and directed by the four-time Academy Award winner. The first is "The Story Of Goya," a big-budget biographical drama about the great Spanish artist, which will be lensed on location in Spain after Mankiewicz completes "Guys And Dolls."

Crown Productions, headed by Robert L. Jacks, Robert Goldstein, Spyros S. Skouras, and Plato Skouras, will kick off filming by their new organization with "A Killer Is Loose," to start in March, and "A Kiss Before Dying," slated to roll in June.

The Pine and Thomas agreement, following their 14-year association with Paramount, involves a program of top-budget features for United Artists distribution. The first two of three films planned for this year are "Lincoln McKeever" and "Mountains Have No Shadows," screen versions of popular novels.

Two adventure dramas, "Flight From Hong Kong" and "Mr. Tex," will be delivered to UA this year by Sabre Productions, headed by Victor M. Orsatti, Frank Seltzer, and Joseph M. Newman.

Academy Award winner Krasna will write, produce, and direct two features for UA's upcoming product slate, "The Ambassador's Daughter" and also "Red Roses."

Fonda launches his producing career with six films set for United Artists release over the next three years. Fonda will star in at least three of the features to be turned out by the newly-formed independent organization.

Trans-Lux Sets Renown Releases

NEW YORK—Trans-Lux Corporation has recently finalized transactions on three productions of Renown Pictures, in accordance with their recent deal with that company to handle all of their releases in this country.

"Trilby," starring Hildegarde Neff, will be released by MGM; "The Adventures Of Sadie" will be handled by 20th-Fox; and "Grand National Night" through United Artists. "Dance Little Lady" has not been set as yet.

Variety Convention To Attract Over 1200

LOS ANGELES—More than 1,200 delegates and their wives will attend the 19th annual Variety Clubs International four-day convention which will open on May 4 at the Ambassador Hotel, it was announced last week by Ezra E. Stern, chief barker, Tent 25, Variety Club of Southern California, host for the event for which elaborate plans now are being made by 15 committees.

In addition to delegates from throughout the United States, representatives will attend from Dublin, Tokyo, London, Paris, Bombay, Hamburg, Toronto, Rio De Janeiro, Mexico City, and Buenos Aires.

The convention theme this year will be based on the slogan, "And A Little Child Shall Lead Us." The world-wide charitable organization, comprising members in all branches of the entertainment industry, now boasts 45 tents with 10,000 members all over the world, supporting worthwhile projects primarily for needy children.

One of the convention highlights will be the presentation of the annual Humanitarian Award to the individual to be named by the organization as having made the most outstanding contribution to humanity in the past year.

In past years, the award has been given to Helen Keller, Paul G. Hoffman, Bernard Baruch, Herbert Hoover, George C. Marshall, James F. Byrnes, General Evangeline Booth, Cordell Hull, Sister Elizabeth Kenny, George Washington Carver, and Father Flanagan.



The Allied group of exhibitors represented at an anti toll-TV meeting held in Cincinnati recently included, seated, left to right, Elstun Dodge, Bud Ackerman, Lou Wiethe, Wess Huss, Jack Goldman, Willis Vance, Nat Kaplan, and Rube Shor, and, standing left to right, Robert Wile, Dan Spiegel, William Onie, James McDonald, Herman Hunt, Vance Schwartz, and Gordon Pape.

Columbia Fights "Bamboo" Ban

MEMPHIS — Columbia announced plans last week to appeal the Memphis ban on "The Bamboo Prison" if the "censors do not realize their mistake and correct it." The film was reported banned because it portrays a "progressive" as a hero, but Columbia contends that it is made clear to the audience at the beginning of the film that he is a spy.

J. Raymond Bell, Columbia censorship department, has asked for the names of city officials to whom an appeal of the ban may be made if the censors do not reverse their decision.

Brotherhood Kits Distributed

NEW YORK—Distribution of 19,000 Brotherhood Week campaign books and promotion kits to every exhibitor in the country got under way last week, it was announced by John H. Harris, national chairman, amusement industry's Brotherhood Drive for 1955.

The promotional material, prepared by the advertising and publicity committee under the chairmanship of Francis M. Winikus, will help showmen bring their entire community into the Brotherhood Week effort, Feb. 20-28.

The kits, which are being serviced to theatre owners and exhibitors by National Screen Service under the direction of Herman Robbins, chairman, accessories committee, contain posters, display cards, and Brotherhood membership cards.

Cal. Theatres Change Hands

HOLLYWOOD—Metropolitan Theatres Corporation last fortnight acquired ownership and operation of the Stanley Warner Theatre Circuit interests in Santa Barbara, Cal.

The completion of negotiations, which began last fall, was announced by Metropolitan president Sherrill C. Corwin, who stated that his company would take over operation late this month. Metropolitan plans complete modernization of all properties, which include the 1,700 seat Granada, the 900 seat California, and the eight story Granada office and store building.

This Was The Week When.....

The Red Cross announced that a two-minute trailer starring Gary Cooper would be shown in theatres in March. . . . Suzan Ball was touring key cities to promote U-I's "Chief Crazy Horse." . . . The Indian Ambassador and embassy members were invited to attend the American premiere of "Chandra," Hoffberg production made in Italy, at the Art Cinema, Washington, on Feb. 25. . . . U-I stars Rock Hudson and Barbara Rush made radio and TV appearances in conjunction with the world premiere of "Captain Lightfoot" at the McVickers, Chicago . . . Warners announced that the March 9 premiere of "East Of Eden" at the Astor, New York, would benefit Actors Studio. . . . Directors of Loew's, Inc., declared a dividend of 25 cents per share on the outstanding common stock, payable on March 31 to holders of record on March 15.

Republic's "Yellowneck," first production of Empire Studios, Inc., Orlando, Fla., was set for its world premiere at Orlando's Astor on March 3 and Republic President Herbert J. Yates announced a deal for three more Empire films. . . . 20th-Fox announced that "Untamed" would open at the Roxy, New York, early in March. . . . "To Paris With Love," Alec Guinness comedy distributed by Continental Distributing, Inc., was set for a premiere at the Fine Arts, New York, around Easter. . . . Win Min Than, Burmese beauty in UA's "The Purple Plain," due to premiere at the Capitol, New York, arrived in this country for promotional work. . . . It was revealed that simultaneous premieres in this country and principal cities in Europe would usher in 20th-Fox's "A Man Called Peter" in April.

U-I Adopts Perspecta For All Productions

NEW YORK—As the fourth major American company to choose Perspecta stereophonic sound, Universal-International has completed negotiations to use the Perspecta system of optical stereophonic sound in all its productions, it was announced last week by Perspecta Sound, Inc.

Universal-International thus joins MGM, Paramount, and Warners in adoption of Perspecta, thereby considerably increasing the number of pictures carrying Perspecta stereophonic sound tracks immediately available to exhibitors in both the United States and international markets.

It was also revealed that negotiations for use of Perspecta are actively under way with other American companies, including Columbia.

Important Universal-International pictures that will be released with Perspecta Stereophonic Sound include "The Black Shield Of Falworth," "Sign Of The Pagan," "Captain Lightfoot," "The Shrike," "The Purple Mask," "Kiss Of Fire," "Ain't Misbehavin'," "One Desire," "To Hell And Back," "All That Heaven Allows," "The Spoilers," and "Chief Crazy Horse."

Texas "Oscar" Promotion Spreads

DALLAS—Theatres outside of Texas will be able to use the "Oscar Race" promotion campaign devised by Texas COMPO, it was announced last week by Kyle Rorex, executive director.

The promotion is a planned six weeks' campaign to cash in on the public interest created by the nominations for the academy award, which were carried on television this year in addition to being reported in the press and on radio.

The plan calls for persons attending a theatre to select from the list of nominations, the six which he thinks will win the awards. The prize will be a season pass to the theatre. Promotional material, trailers, etc., for the contest, which is copyrighted by Texas COMPO, is available. The contest will run from Thursday, March 3, until the Academy Award winners are announced on Wednesday, March 30.

S. Z. Sakall Dies

HOLLYWOOD—S. Z. (Cuddles) Sakall, 67, veteran character actor, died last week of heart disease. He is survived by his widow.

Konecoff (*Continued from page 4*)

repeat a good thing. We're all for it as this means Columbia buys us breakfast at least once a year. Following the eating, everybody piled into new promoted Pontiacs for a motorcade up to the Capitol where a line of paying customers and a group of nervous executives waited.

TIE-UP CELEBRATION: Two local exhibitor associations, the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association, celebrated the closing of another movie contest with The New York Journal American at a cocktail party and reception in the executive suite of the Roxy with managing director Bill Moclair acting as genial host. The industry was well represented in the glamour and business departments.

Among those present were Richard Conte, Rita Gam, Eva Marie Saint, Pearl Bailey, Thelma Ritter, Janis Paige, Russell Downing, Manny Frisch, Bob Shapiro, Marty Levine, Phil Gerard, Fred Lynch, Jim O'Connor, Mort Sunshine, D. John Phillips, Bob Coyne, Dick Brandt, John Bolte, Larry Kurtiss, Sol Strausberg, Ray Rhone, Bill Heineman, Stanley Kolbert, Ernie Emerling, Si Seadler, Oscar Doob, Gene Picker, Sam Rosen, Arthur Rosen, Pat McGee, Ed Thorne, Norman Elson, Ira Tulipan, Leo Pillot, Rhoda Kallio, and many others.

BON VOYAGE: We journeyed to the docks and aboard the USS Constitution for a shipboard interview with director King Vidor prior to his leaving for Europe where he will prepare for the filming of "War And Peace" to be filmed partially in Italy, Yugoslavia, Finland, and possibly Spain. The Ponti de Laurentiis production will be filmed in Technicolor and in VistaVision, with Paramount distributing the film in the U.S.

Expected to have a top cast, the production is expected to cost about four-and-a-half million dollars (double that if it were made here) and is expected to run about four hours. It is expected to be roadshown here in the spring of 1956 and will be shot in English. It is also expected that by the time the film is ready, more horizontal VistaVision projectors and large-sized screens will be installed and available, although this is not a requisite for running the film. There was no estimate as to how long after the film is roadshown it would be ready for general release, if ever.

Vidor opined that his film will be the first out although the property is supposedly also the production schedules of Mike Todd, David Selznick, and Columbia Broadcasting Company. It was reported that one of these had approached de Laurentiis on the possibility of merging productions.

The director was an advocate of wide-screen presentations, having filmed a production for MGM back in the '30's called "Billy The Kid" in a 70mm. process called Grandeur. Actual filming with principals of "War And Peace" will get under way in June or July and Vidor reported that Tito of Yugoslavia has extended any cooperation desired to him or anyone else desiring to make the film in his country, contrary to exclusivity reports issued by producer Todd.

(Note to ye ed: We thought of stowing away but all available space was occupied.)

COMPO Chides Press For Burying Film News

NEW YORK—The 37th COMPO advertisement in Editor and Publisher took a dig at the tendency of newspapers to bury constructive motion picture industry news in the back pages.

Reprinting a paragraph from a recent issue of The New York Times that told of the help Hollywood personalities had given worthy causes, the ad carries the headline, "Just A Stick Of Type On Page 28 . . . "

The paragraph was in the Hollywood news column in the Times and quoted figures of personal appearances made by Hollywood people at national and local patriotic and public service activities.

NOTE: Dear Mel: Herewith are copies of three FE pressbooks ("Aida," "Theodora, Slave Empress," and "Bread, Love And Dreams") on our current releases which I thought you might like to see. As you will notice, we have aimed these campaigns directly at the boxoffice and I think that the books are of a high standard and quality. I hope you agree. Sincerely, Fred Goldberg, publicity manager.

Dear Fred: Yessiree. Thank you for letting us see same. Best. MK.

(Interesting correspondence, eh, wot?)

THE METROPOLITAN SCENE: 20th Century-Fox pulling a switcheroo and cashing in on home office screenings by throwing open same to lucky winners in a contest to plug "Untamed." Usually contest winners get a chance to attend a premiere. . . . Kenneth More was named best actor of 1954 by the British Film Academy for his performances in the hit "Doctor In The House" which Republic is releasing here. . . . A special 16-page pocket-size magazine called "The Film Spectator" has been published by IFE to replace standard mimeographed background material on the forthcoming release, "Love In The City." It's full of picture layouts and other pertinent information and is made up in interesting, readable fashion. Copies will be available at IFE branches. . . . A 32-page pressbook with king-sized pages on "The Long Gray Line" packed with attention-getting ads, promotion and publicity ideas, etc., leads the pressbook parade this week, with okeh editions out on "The Country Girl," "Ten Wanted Men," "Chief Crazy Horse," "The Americano," "Smoke Signal," and "Captain Lightfoot."

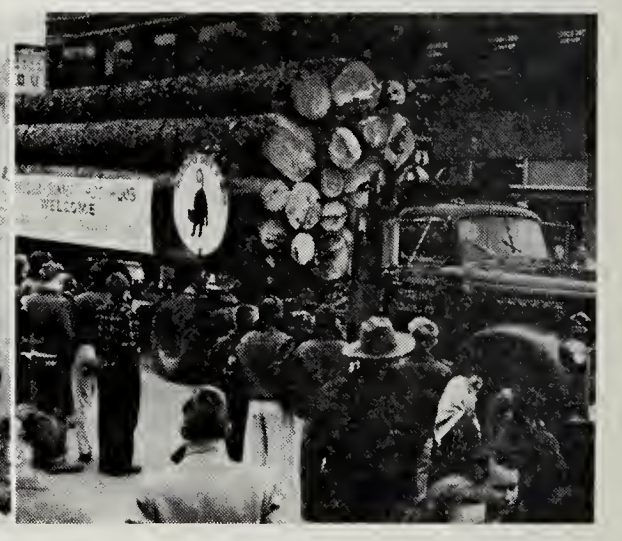
About People

NEW YORK—David Gould, veteran foreign sales executive, head, David Gould Motion Pictures, overseas distributors specializing in the Far East areas, has taken on world representation, except for Europe, the Near East, and African continent, of "Hamido," melodrama-romance with an all-star Egyptian cast. Farid Chawky, who plays the title role. also produced the film under the direction of Niazi Moustapha.

NEW YORK—Spyros P. Skouras, president, 20th-Fox, last week accepted the chairmanship of the Greater New York Red Cross motion picture committee for the March, 1955, campaign for members and funds of that organization. Skouras will head the solocitation of individuals, firms, and corporations in all branches of the city's motion picture industries for Red Cross support, it was announced by Leroy A. Lincoln, chairman of the board, Metropolitan Life Insurance Company, who is serving as general chairman.







Republic recently staged a gala two-day world premiere of "Timberjack" at the Fox and Roxy, Missoula, Montana, the town in which part of the film was shot. Tied in was a salute to the U. S. Forest Service on its 50th anniversary. Seen, left, are Vera Ralston, Mayor James A. Hart, the president of the Chamber of Commerce; Herbert J. Yates, president, Republic; Herbert C. Jenson, manager, Florence Hotel; Jack McGee, district manager, Fox-Intermountain Theatres; center, the Chamber of Commerce cocktail party at the Florence Hotel; and, right, one of the entries in the large parade. Other stars on hand were David Brian, Adrian Booth, Adolphe Menjou, Chill Wills, and Rex Allen. Frank H. Ricketson, president, Fox-Intermountain Theatres, was also on hand for the gala premiere which attracted considerable attention for the film and the town both.

In The Newsreels

IN ALL FIVE:

Tachen Islands: Evacuation. New York: Dwyer wins mile thriller.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 16) West Indies: Princess Margaret welcomed at Grenada. Durham, N. H.: Rosebush hedges protect motorists. Hollywood: Party for Clark Gable. New York: Vyvyan Donner's ski and swim fashions. Canada: Dog sled race at Quebec City.

NEWS OF THE DAY (Vol. XXVI, No. 250) New Orleans: Mardi Gras begins. Miami Beach, Fla.: AFL and CIO agree to merge. Cuba: Vice-president Nixon welcomed. Chicago: Hotel fire. Miami, Fla.: Baseball golf championship.

PARAMOUNT NEWS (No. 53) Hollywood: Photoplay Magazine award night. Milwaukee: Freedom Week. Miami, Fla.: Baseball golf championship.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 648) Chicago: Hotel fire. San Francisco: Scouts visit carrier. Hollywood: Photoplay Magazine award night. New York: Golden Gloves.

WARNER PATHE NEWS (Vol. 26, No. 55) Miami Beach, Fla.: AFL and CIO agree to merge, Hollywood: Photoplay Magazine award night.

IN ALL FIVE:

Washington: President Eisenhower discusses changes in Soviet Russia.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 15) USSR: Shift in leadership brings army men to fore. Formosa: Kimmen Islanders bombed; Nationalist Air Force trains. Austria and Germany: Ski jumping.

NEWS OF THE DAY (Vol. XXVI, No. 249) USSR: Shift in leadership brings army men to fore. French Morocco: Locust plague. Italy: Savona carnival. Germany: Skijoring.

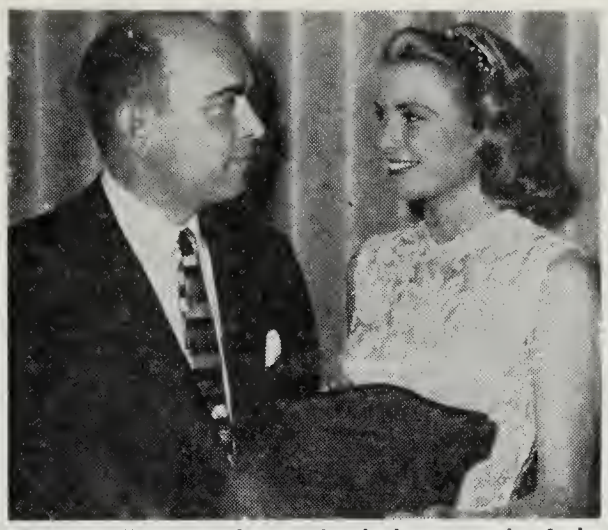
PARAMOUNT NEWS (No. 52) Miami, Fla.: "Count" Alessandro di Caglistro flies plane blindfolded. New York: UNICEF film previewed. Austria: Slalom. Germany: Skijoring.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 647) USSR: Shift in leadership brings army men to fore. Formosa: Tachen refugees. Trinidad: Princess Margaret visits West Indian Island. Washington: Boy Scouts honor President. Cotati, Cal.: Lamb triplets. Austria: Slalom.

WARNER PATHE NEWS (Vol. 26, No. 54) USSR: Shift in leadership brings army men to fore. Formosa: Kimmen Islanders bombed. Suez: Tito, Nasser confer aboard ship. Trinidad: Princess Margaret visits Port-of-Spain. Italy: Venice backdrop for wool fashions. Fort Worth, Tex.: Army shows the "convertiplane." San Francisco: Airport fetes traveler number 1,000,000. Miami, Fla.: "Count" Alessandro di Caglistro flies plane blindfolded.

"Them" Leads To Suit

NEW YORK—A $200,000 damage action was filed last week against Warners by Dr. John B. Grant. Grant charged in Federal Court that his personal and professional dignity was damaged as a result of the picture, "Them." A doctor of medicine and of public health at the Rockefeller Institute, Grant claims that his professional activities were shown in the picture without his consent.



Grace Kelly recently received the award of the New York Film Critics for the "best performance by an actress in 1954" in Paramount's "The Country Girl." Frank Quinn, president of the group, is seen making the presentation at special ceremonies held at Sardi's Restaurant, New York.

$6,000,000 Case Settled

HOLLYWOOD—Following 11 weeks of trial, an out of court settlement last fortnight ended the $6,291,718 suit filed by Edwards Theatre Circuit and Cirstrand Theatres, Ltd., in Federal Court here in July.

The settlement was reached after the payment of a "substantial" but undisclosed sum of money. Defendants in the suit were 20th-Fox, National Theatres, Fox West Coast Theatres, Warners, United Artists, Paramount, RKO-Radio, Columbia, Loew's, and Universal.

Exhibitors alleged that they could not get films until they ran in neighboring suburban communities.

Skouras Reports On Israel Project

NEW YORK—An International Cultural Center serving as a focal point for interfaith work with youth in Israel will be constructed in Jerusalem as a major project of Children to Palestine, it was announced last week by Spyros P. Skouras, president, 20th-Fox.

Skouras paid tribute to Dorothy Silverstone, producer and director, "The Magnetic Tide," who, as a member of the National Committee of Children to Palestine and committee chairman, International Cultural Center for Youth, produced the film in color of the Holy Land.

Smith Succeeded By East As Paramount Western Head

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week announced the retirement of George A. Smith, western sales manager. Smith, a veteran of 33 years service with Paramount, is retiring as of March 1, 1955.

Schwalberg stated, "It is with great regret indeed that I have accepted the decision of George Smith to retire. His many, many years of loyal service to Paramount have been an inspiration to all of us who work with him. George Smith is one of the finest film men I have known. He commanded the respect of both his customers and his associates. We will miss him at Paramount."

At the same time, Schwalberg announced the promotion of Neal East, assistant western division manager, to succeed Smith. East, another Paramount veteran, started with the company in 1921.

Columbia Sales Drive Matches Exchanges

NEW YORK—Columbia's Sales Salute, currently underway among the company's thirty-three domestic branches, will run through June 23, 1955, general sales manager A. Montague announced last week. The drive which will involve every division manager, branch manager, salesman, booker, and office manager in the domestic Columbia organization, will have cash awards as prizes, the sales manager revealed.

All of the 33 branches have been paired off in the branch vs. branch competition, with the brand new Houston office teaming with Dallas in opposing Atlanta. The other 15 pairings, with the winner in each case earning cash awards for its sales force members, are New York vs. Philadelphia; Washington vs. Boston; Milwaukee vs. New Haven; Cleveland vs. Pittsburgh; Cincinnati vs. Charlotte; Memphis vs. Oklahoma City; Portland vs. Seattle; Detroit vs. Chicago; Des Moines vs. Omaha; Buffalo vs. Albany; Denver vs. Salt Lake City; Los Angeles vs. San Francisco; Jacksonville vs. New Orleans; Kansas City vs. Minneapolis; and Indianapolis vs. St. Louis.

In judging the contest, each branch will have its general performance in relation to shorts, serials, reissues, special productions, and other factors weighted along with its sales and liquidation record against its quota. The top awards will go to the sales force of the winning branches which score over 100 per cent of quota. Lesser awards will go to winning branches which score between 95 and 100 per cent and those which win in the dual competition but finish with less than 95 per cent of quota. Branches which exceed 95 per cent of quota but fail to win in competition with the opposing branch will win special awards for its sales personnel.

Walsh Favors Union Merger

NEW YORK—Richard Walsh, international president, IATSE, stated last week that he regards the proposed merger of the AFL and CIO as being "beneficial" to the film industry's unions and to the United States labor movement in general.

Walsh is attending the midwinter conference of the IATSE general executive board, which has not placed the proposed merger on its agenda, for both unions must study the proposal further before submitting it to their fall conventions for ratification. According to Walsh, the merger would entail "some amalgamation of labor groups to strengthen bargaining." Only a few labor unions in the industry are affiliated with the CIO, most being members of the AFL.

Loew's Aids Hospital Fund

NEW YORK—Loew's Theatres, Inc., nationally, in making a 10th payment of $4,711.43 lobby donations to the Will Rogers Memorial Hospital last week, brought that circuit's total contributions since the lobby plan has been in effect to $33,402.13. Largest collections in the Loew group were made by Loew's-Poli, Worcester, Mass., $2,205.70; Loew's, Rochester, N. Y., $1,832.43; and Loew's Jersey City, $1,831.56. Average collections have been $260 per theatre.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising



The most elaborote and costly movie sign on Broadway in a decade wos erected recently obove the Moyfoir by Artcraft-Strouss Compony for RKO's "Underwoter." A 50-foot high color tronsparency of Jone Russell in a bothing suit was projected from a colored bockground of the oceon, 85 feet wide and 81 feet high. The sign cost more than $50,000 to ossemble ond is covered with a point developed especially for the display to render vividly on illusion of the oceon depths. It took 10 days of preparatory and octuol work to assemble the 10-port king-size lucite cut-out of Miss Russell. From left to right are seen Artcroft-Strouss workmen in the sign studios; a portion of the heod being delivered ot the sign site; the background of the sign, showing the heod being hoisted into place; and, right, the figure neorly completed, with another section, this time on arm, going up.

Brooklyn Brunette Wins "Vera Cruz" Test

NEW YORK—A 19-year-old Brooklyn brunette has been selected by a panel of professional and part-time students of feminine geography as the New York area winner in United Artists' $75,000 "Vera Cruz" exquisite form national beauty contest.

The competition, which was run in conjunction with the Capitol engagement of the film, earned banner newspaper, radio and TV support and drew 30 finalists for the run-off at the Tropical Room of the Park-Sheraton Hotel. The judges, who selected co-ed Ann Hanly as tops in topography in the Gotham edition of the coast-to-coast co-op, were headed by noted illustrator Russell Patterson and included Harry Greenman, manager, Capitol; TV star Ernie Kovacs; and disc jockeys Bill Williams, Rhoda Brown, and Brad Phillips.

The parade of shapely New Yorkers strutting their stuff for a $10,000 modeling contract and 200 additional prizes ranging from air conditioners to sewing machines, was covered by newspapers, newsreels, and TV cameramen.

The local winner, who qualifies for the national finals that will be judged by "Vera Cruz" stars Gary Cooper and Burt Lancaster, began a whirlwind round of local video and radio network appearances.

Sponsored jointly by UA and the Exquisite Form Bra Company, the "Gateway To Stardom" promotion is backing both key engagements and subsequent runs of the film throughout the country. In addition to the $75,000 prize boodle, $4,000 in U. S. Savings Bonds will be awarded to theatre owners and managers mounting the best contest promotions.

The contest has aided the film in both first-run and following bookings and is one part of the clever promotion campaign conducted by UA that promises to make "Vera Cruz" one of the company's top money-making films.

You Scratch My Back . . .

WASHINGTON—"It is seldom that a theatre calls to the public's attention an attraction playing at a competitive showhouse."

That was the opening paragraph of an "open letter" display ad inserted in The Washington Post and The Washington Star by K-B Theatres. The attraction referred to was Paramount's "The Country Girl" at the Trans-Lux.

"K-B Theatres," the ad stated, "although not privileged to be presenting the first-run of this excellent picture, urge you to see 'The Country Girl.' We are proud to be a part of an industry that can produce such brilliant entertainment."

Win A "Cinerama Holiday"

NEW YORK—A contest on "Why I would like a Cinerama Holiday in Switzerland . . . " with two round-trip all-expense paid trips and many other prizes was launched this week by the Stanley Warner Cinerama Corporation and three NBC-TV network shows.



Ann Hanly, 19-yeor-old Brooklyn, N. Y., co-ed, recently motched curves with 30 well-turned entronts in o beouty contest bocking UA's "Vera Cruz" ond wolked off with title os New York's "Miss Exquisite Form." The local eliminations for $75,000 prize competition spotlighted engagement of the film ot the Copitol on Broodway. Notional coop, sponsored by UA ond Exquisite Form Bro, will oword $10,000 modeling controct ond $65,000 in merchandise to finolists.

Space Suit Tieup Aids Paramount Film

NEW YORK—Paramount last week set for George Pal's Technicolor interplanetary drama, "Conquest of Space," a tieup that is a distinct departure from the usual kind of tieup since ticket sales and purchases of the manufacturer's articles, children's rainsuits, will be directly related.

This merchandising arrangement was established with Double Jay Company, Kansas City, makers of children's Space-O-Rain Suits.

The crux of the promotion is that Double Jay will buy at regular theatre admission prices tickets for all who purchase Space-O-Rain Suits from retailers.

A huge line of colorful store displays and merchandise wraparound bands calling attention to the picture will be used by Double Day in its promotion of the rainsuits. The wraparound band on each Space-O-Rain Suit will carry the message that the band will be accepted at any theatre playing "Conquest Of Space" as payment for one child's admission. The cooperating store then will redeem the band at regular children's admission price, and the manufacturer, in turn, will reimburse the retailer.

Striking local ad campaigns are included among the plans for bringing the tieup to the attention of the public, especially children interested in "Space Suits."

Valentine Contest Held

NEW YORK—A Valentine contest was held last week by the Paramount in which contestants were invited to send a homemade Valentine to any of the nine stars appearing in Warners' "Battle Cry," the Paramount's current attraction.

A $25 U.S. Saving Bond will be awarded to the person sending in the Valentine with the best original design and the most sentimental appeal. In addition, the 25 next best Valentines will win for their makers two free tickets to the Paramount to see "Battle Cry."

NEWS OF THE Territory

BRANCHES

Atlanta

Mrs. Arthur C. Bromberg, wife of the president, Allied Artists Southern Exchange, left for a trip to Hollywood to visit with friends. . . . Don Hassler, office manager, Astor, checked in after a visit to Miami, Fla. . . . N. E. Savini, Astor New York special representative, was in visiting at the local office. . . . President Ed Stevens, Stevens Pictures was back after a trip to Florida. . . . Jack Barrett, sales representative, Allied Artists Southern Exchanges, has returned to Florida after visiting here.

The local Colosseum loge had its monthly meeting at the Variety Club to discuss plans for the Will Rogers memorial fund drive. . . . George M. Jones, sales manager, U-I, was in the hospital here for surgery. . . . Emery Austin, MGM publicity chief, was in at the local office.

C. N. Roberts and A. E. Lord are new owners, Palm Drive-In, Savannah, Ga., Norris Stephens, buying and booking. . . . McLendon Theatres in Alabama closed the East, Mount Vernon, Ala. . . . The new owner, Trail Drive-In, Sarasota, Fla., is J. Hunt.

Alabama's theatre receipts for October, 1954, dipped four percent in comparison with September, 1954, according to the University of Alabama Bureau of Business Research. The October box-office totals, however, were up five to eight per cent in comparison with October, 1953. . . . The Variety Midnight Supper Club, a special Tent 21 group formed to help finance the club's charities, held its first monthly meeting with about 300 attending. The grand prize, a new car, was won by Cliff Wilson, ABC Theatrical Enterprises.

Manager William Wilson, Carib, Clearwater, Fla., celebrated its first anniversary by serving coffee and cake in the lobby. The theatre is owned by P. J. Sones, president; Carl Floyd, vice-president; with Jack Fitzwater, general manager. . . . A heart attack proved fatal for Fritz Hugh Thomas, 53, theatre owner in Huntsville, Ala., who was known as Mr. Huntsville because of his leadership and efforts to encourage civic development.

Loren Fenstermaker, owner, Boynton, Boynton Beach, Fla., has sold this theatre to Norman Djork. . . . Pete Lucas has redecorated his Arcade, Kissimmee, Fla., which makes the house a showplace. . . . Edward Gordon was holding the fort at the Lincoln, Orlando, Fla. The cigars are on Edward, who has become father to a little son.

Continuing the series of regional sales meetings throughout the country on Walt Disney's "20,000 Leagues Under the Sea," Irving H. Ludwig, sales manager, Buena Vista, the Walt Disney distribution subsidiary, was in. He then went to Dallas. The Atlanta meeting was attended by Kenneth Laird, southeast sales supervisor, salesmen, and field men.

Mrs. Mills B. Lane, Jr., founder and chairman of the board, Atlanta Variety Club Cerebral Palsy School-Clinic, has been named Atlanta's Woman of the Year. Her selection was announced by Mayor William B. Harsfield at the 12th annual Woman of the Year banquet held at the Piedmont Driving Club. . . . The No. 1 Drive-In, Daytona Beach, Fla., has installed CinemaScope, said manager Ray Dunn. . . . The Van Croix, Melbourne, Fla., and the Bevard Drive-In, managed by James Beach and Jack Grayson, ran a Movie-Rama festival. . . . Claudia Hall, in U-I's "Six Bridges to Cross," was visiting in Atlanta.

Mrs. J. E. Moses, mother of Judson Moses, died at her home here after a spell of illness. . . . E. A. Wilbert, father-in-law of Tom Jones, Storey Theatres, died. . . . John R. Moffitt, Moffitt Theatres, Montgomery, Ala., said he would open his colored drive-in there about March 15. . . . The Lincoln, Tuskgee, Ala., will be closed for about a month for remodeling and CinemaScope installation.

The New, Huntsbor, Ala., will open soon. . . . The new owner of the Jolin, Ariton, Ala., is L. E. Searcy. . . . Pat Murphy Rankin, secretary for Moffitt Theatres, Montgomery, Ala., won two free trips to Nassau, B. I., in a contest sponsored by a local store. . . . The Ritz, Montgomery, Ala., and Talac Drive-In, Tallassee, Ala., has installed CinemaScope. . . . We welcome back on the Row at Columbia's booking department Curley Burns. . . . Doris Honea, formerly with Exhibitor Service, is now with Buena Vista.

Charlotte

Mr. J. O. Willis, Concord Drive-In, Concord, N. C., is putting in a 100 foot wide screen and CinemaScope equipment, and enlarging up to 650 cars. . . . Dave Williams, district manager, IFE, screened three of his pictures at the Fox screening room, "Theodora-Slave Empress," "Times Gone By," and "Aida."

George Ebersole, salesman, 20th Fox, has returned to his home from the Presbyterian Hospital, where he was a patient. . . . Scott Lett, branch manager, Screen Guild, and Mrs. Lett returned from their vacation trip to South America. . . . Bill Simpson, salesman, Kay Film, made a trip up in the mountains of western North Carolina and found plenty of snow and cold weather. . . . Betty Patterson, office manager, IFE, has gone to Atlanta to visit the office there.

Exhibitors in buying and booking were Hal Jordan, Center View Drive-In, Dunn, N. C.; J. G. Scott, Palmetto Drive-In, Hollywood, S. C.; R. T. Albright, Ritz, Newberry, S. C.; George Whitley, Laur and Max Drive-In, Laurinburg, N. C.; Harry Cook, Wayne, Goldsboro, N. C.; Sonny Baker, Webb, Gastonia, N. C.; J. C. Wellons, Midway Drive-In, Fayetteville, N. C.; W. G. Funk, Star, St. Stephens, S. C.; Bill Harwood, Starlite Drive-In, Concord, N. C.; S. J. Workman, White Horse Drive-In, Greenville, S. C.; Lewis Whitley, Sky Vue Drive-In, Rockingham, N. C.; Jonnie Dineen, Draper, Draper, N. C.; H. F. Lee, Duplin, Warsaw, N. C.; C. M. Bowden, Ritz, New Bern, N. C.; F. B. Grigg, Diane 29 Drive-In, Gastonia, N. C.; Ralph Cook, Cook, Walterboro, S. C.; Gilbert Faw, Albemarle Drive-In, Albemarle, N. C.; J. W. McMillan, Latta, Latta, S. C.; W. E. Crigger, Star, Mt. Airy, N. C.; and R. R. Rumlay, Fox Drive-In, Spartanburg, South Carolina.

Bill Butler, manager, State and Carolina, Shelby, N. C., recently obtained at the State, one of the Stewart and Everett Theatres, an oddity in the nature of a dollar bill with George Washington's portrait on both sides. Local printers were of the opinion that a double bit of printing somehow got by the money checkers in Washington and found its way to Shelby. Local bankers said they never saw a similar error. Butler says in his 10 years with the company he never noticed any such bills and he has counted, probably, a million dollars in his career as theatre manager. He adds that any collectors of rare coins or bills will have to raise the ante if they want to get it, as he intends to keep it himself.

Memphis

WOMPI president Frances Blankenship will participate in a panel discussion at Siena College in April. Other members of the panel will be Lieutenant Raymond Jackson, navy chaplain, and Dr. Basil Bland. These discussions are held at the college every week. . . . Visitors on the Row were Aubrey Webb, Webb, Ripley, Tenn.; T. E. Smith, Dixie, Marmaduke, Ark.; Bem Jackson, Mo-Jac Drive-In, Indianola, Miss.; T. E. Lloyd, Number 8 Drive-In, Houston, Miss.; Mart Monger, Mart, Calhoun City, Miss.; R. B. Dossett, Lakeside Drive-In, Starkville, Miss.; Gordon Hutchins, State, Corning, Ark.; Leon Rountree, Holly, Holly Springs, Miss.; E. A. Patton, Royal, Atkins, Ark.; H. G. Walden, Bay, Red Bay, Ala.; Roy Dillard, Dillard, Wardell, Mo.; Buck Renfro, Grove, Holly Grove, Ark.; Paul Harrington, Calvert Drive-In, Calvert City, Ky.; Mr. and Mrs. Thomas Griffin, Mason, Mason, Tenn.; Mr. and Mrs. Glen Moser, Gay, Olive Branch, Miss.; and L. B. Garrett, Starlite Drive-In, Union City, Tenn.

The best attendance at a regular monthly meeting in a long time showed up at Fairy Wilkerson's Hamburger Fry for WOMPI, in her lovely home in Whitehaven. Fairy is Paramount's cashier, and chairman, service projects, for WOMPI.

M. H. Brandon, Film Transit president, presented trophies to Golden Gloves champions at Charlotte recently. Brandon is one of the pioneers of Golden Gloves at Charlotte, and each year they

THE MGM JACKSON, MISS., TICKET SELLING WORKSHOP WAS A SUCCESS













invite him back to make these presentation. . . . Memphian Archie L. Griffin reminisced with Frances Langford backstage at the Malco during her recent stage appearance there. A German bombing threw them together in a North African foxhole. Griffin dived in a foxhole with Miss Langford and Bob Hope. A $350,000 first-run theatre is to be built at Whitehaven Plaza Shopping Center, to be operated by Augustine Cianciolo. The theatre will be similar in design to the Plaza and will seat 1,400.

Jacksonville

In from Mayo, Fla., was Harlow Land, Land Theatres; J. V. Lawson, new owner, New, was here from Palatka, Fla.; H. E. Hughes and Les Sipes were here on a buying trip for the Gainesville Drive-In. . . . Two St. Augustine exhibitors, Norris McCollum, Matanzas, and S. A. Newton, Florida, were here briefly. . . . L. O. West, now managing the Edray, Macclenny, Fla., as well as the Century Theatres, St. Marys, Ga., was in on a buying trip.

Jerry Gold, executive of Gold-Dobrow Theatres, Pahokee, Fla., and president, Motion Picture Exhibitors of Florida, reported that a closed session of the officers and directors was held here at the Roosevelt Hotel, with 16 MPEOF leaders attending. Visitors, besides Gold, included his brother, director Louis Gold; directors Harold Spears, Atlanta; Joe Lipson, Orlando, Fla.; and Ken Barfield, Tampa, Fla.; and three vice-presidents, Jimmy Biddle, Jasper, Fla.; Bob Daugherty, Haines City, Fla.; and P. J. Sones, Tampa. Local officials of MPEOF at the meeting were chairman of the board Horace Denning, legislative chairman LaMar Sarra, vice-president Mark DuPree, secretary Bill Beck, and directors Frederick Kent and Danny Deaver.

Members of the newly-formed WOMPI board of directors are Marian Stowe, Paramount; Marjorie Roberson, Florida State Theatres; Betty Loop, Atlantic Drive-In; Mamie Newman, Talgar Theatres; Anita McCaniel, 20th-Fox; Gretchen Knight, RKO; and Edna Cox, Exhibitors Service. President Janice Claxton announced the names of board members at a luncheon meeting attended by 56 women from Film Row. She said that an installation of officers would follow at a combination banquet-dance on April 2.

Chief Barker C. H. Deaver and members of his Variety Club crew were seeking the support of industry personnel in preparing for a dinner dance of the group's 300 Club to be held on Feb. 26, in the clubroom at the Roosevelt Hotel. This is Variety's first money-raising appeal to finance its charity of a counselor service for the city's pre-school-age blind children.

Judson Moses and Jack Weiner, MGM exploitation men, came in on business. . . . A baby girl was born to Mrs. Joan Sterritt, former Columbia office worker. . . . Charlotte Vaden resigned from Columbia to become Bill Green's bride. . . . Ken Laird and Harvey Reinstein, Buena Vista representatives, checked in for a few days. . . . Roy Smith was on a downstate tour for his popcorn and candy company.

New Orleans

Bill Rautenberg, Dallas regional manager, fountain division, and Joe Carp, Jackson, Miss., district manager, fountain division, Dr. Pepper Company, called on local distributors. . . . Roy Saxon, Elroy, Kentwood, La., acquired ownership of the Welsh, Franklinton, La. . . . Al Buks, Warner, publicity representative, was in town to plug "Silver Chalice" at the Orpheum and "Battle Cry" at the Saenger.

A. S. Johnstone, president, and E. L. Beaud, business agent, IATSE, and Joe Faia, Hodges Theatre Supply, chatted over a cup of java at Gentillich. . . . Harold "Babe" Cohen, Lippert, is quite busy these days entertaining propositions from national distributors. A recent caller was Goldwyn representative Bob Mochrie, as was Manor's representative, Sandy Weiner, both from New York. . . . An extensive remodeling program is underway at Frank Smith's Grand, Grand Island, La.

L. D. Powers, associated with Joy's Theatres, Texarkana, Tex., was a visitor at Joy's headquarters. . . . Chatted with Berlo Vending Company's representatives, Ralph Pries, Philadelphia, and Charles Gasho, Baton Rouge, La. . . . H. B. Paul, F. F. Goodrow Exchange salesman, was confined to his home with a cold.

Felix Hebert will close the Grand, Hayes, La., during Lent. . . . Neal H. Mixon has scheduled Feb. 26 to reopen Mixon Drive-In, Amite, La. . . . A. L. Royal has his Royal Music Hall, Jackson, Miss., equipped with Ballantyne's four track magnetic sound system, wall speakers, and stereophonic sound supplied and installed by R. L. Johnson, Johnson Theatre Service.

Mr. and Mrs. Tom McElroy, McElroy Theatres, Shreveport, La., were in on a combined business and pleasure trek. . . . Drive-in operators making the rounds were Robert Ricourd, manager, St. Bernard, Arabi, La.; Tom Barrow, Dixie, Crestview, Fla.; S. E. Mortimore, Lyall Shiell, Frank Olah's, Sr. and Jr., Skyvue; Milton Guidry, E. R. Sellers, and R. A. Sellers, Yam, Opelousas, La. and Hub and Twin, Lafayette, La.; Jim deNeve, Hiway 80 and Varia, Jackson, Miss., and Rivoli, Vicksburg, Miss.; Mrs. Lillian Lutzer, Barksdale, Bossier City, La., and King's, Shreveport, La.; Jimmy Tringas, Bay, Niceville, Fla., and Florida, Shalmar, Fla.; A. L. Royal, Meridian and Royal, Meridian, Miss., and Waynesboro, Waynesboro, Miss.; William Shiell and E. Jenner, Marrero, Marrero, La., B. J. Keyhan, Gretna Greens, Gretna, La.; Lawrence Woolner, Airline and Drive-In Movies; Mrs. William Castay, LaPlace Drive-In, LaPlace, La.; and Charles Waterall, Area, Grove Hill, Ala.

Thank you, salesmen Tommy Dunn, U-I; George Nungesser, Allied Artists; Charles A. "Skeeter" Ache, Jr., NTS; Raymond Gremillion, Southeastern; and Tom Watson, RKO, for your renewal subscriptions to MOTION PICTURE EXHIBITOR. . . . Mrs. Hattie Atkin, mother of Mrs. Clair Tremorel, UA and WOMPI's national and local chairman of publicity and public relations, died. Her remains were taken to Rochester, N. Y., for burial. . . . 20th-Fox screened "White Feather."

Jimmy Boyle, Columbia publicist, came down from New York to work on world premiere of "New Orleans Uncensored" at the Orpheum with the stars of the film, Arthur Franz and Beverly Garland, making personal appearances. Filmed entirely on location in the city, dozens of localtites have roles. Approximately 250 longshoremen who have roles were guests of Sam Katzman on the eve of the premiere.

Mississippi exhibitors in, many of whom attended the Variety Club of New Orleans charter banquet, were Ernest Clinton, Monticello; M. A. "Max" Connett, Newton; A. L. Royal and Hank Jackson, Royal Theatres, Meridian; T. G.

Among those seen at MGM's Jackson, Miss., Ticket Selling Workshop were those shown on the opposite page, top left, reading straight across and down the page they are, front row, L. E. Downing and Joe Reynolds, New Haven, Brookhaven, Miss.; Arthur Jumonville, Center, Franklin, La.; James Clegg and George Lacky, Starlight Drive-In, Koscuisko, Miss.; V. E. Crawford, Juan-Von, Booneville, Miss.; second row, Mrs. M. E. Ginn and M. E. Ginn, Mayon, Pickens, Miss.; Harold Rogers, Magnolia Amusement Company, Magnolia, Ark.; Ralph Martin and Mrs. Martin, Paula, Homer, La.; Mrs. Sue Jones, Hilltop, Clinton, Miss.; top right, front row, A. L. Morgan, W. B. Johnson, and Fred McLendon, McLendon, Union Springs, Ala.; Bud Banniza, Hazle, Hazlehurst, Miss.; second row, T. E. McElroy, McElroy Theatres, Shreveport, La.; Edward J. Delaney, Pike, Magnolia, Miss.; R. V. DeGruy, Arabian, Laurel, Miss.; C. H. Crosley, Ritz, Laurel, Miss.; Eric Pitman, Ritz, Hammond, La.; Mrs. Rowena Lewis, Gordon, Meridian, Miss.; Mrs. Hazel Ward, Meridian Drive-In, Meridian, Miss.; second photo left, front row, Max Connet, Connet Theatres, Newton, Miss.; Mrs. Frances Vance, Palace, Forest, Miss.; second row, D. C. Shannon, Idle Hour, Yazoo City, Miss.; George Goodwin, Boots Gladney, and H. G. Parker, Rose Drive-In, Bastrop, La.; T. M. Bagby, Lake, Lake Providence, La.; D. B. Fiske, Fiske, Oak Grove, La.; third row, Hank Jackson, Royal, Meridian, Miss.; Herman Duvall, Rebel, Hattiesburg, Miss.; C. C. Boutwell, Waynesboro Drive-In, Waynesboro, Miss.; E. R. Sellers, Yam Drive-In, Opelousas, La.; Milton Guidry, Nona, Lafayette, La.; D. F. Blissards, Okolona, Okolona, Miss.; second right, front row, Doyle Maynard, Don, Natchitoches, La.; Jimmie Thompson, and Leon Averit, Don, Alexandria, La.; second row, Mrs. Sue Jones, Hilltop, Clinton, Miss.; Ed Hawkins, Lathan, Flora, Miss.; Weldon Limroth and Eddie Jones, Gidden and Rester, Mobile, Ala.; bottom photo, left, front row, Fred McLendon, McLendon Theatres, Union Springs, Ala.; Bud Banniza, Hazle, Hazlehurst, Miss.; George Chadwick, 35 Drive In, Carthage; A. L. Royal, Royal, Meridian; Bill Sabine and Earl Westerfield, Rebel, Columbia; George Elam, Jr., Lion Drive-In, Winnsboro, La.; Mr. and Mrs. George Elam, Princess, Winnsboro, La.; middle row, C. H. Crossley, Royal Theatres, Laurel, Miss.; Eric Pittman, Ritz, Hammond, La.; Mrs. Rena Lewis, Gordon, Meridian, Miss.; Mrs. Hazel Ward, Meridian Drive-In, Meridian; Cecil Ward, Royal Drive-In, Meridian; T. V. Garraway, Plaza, Prentiss; Maurice Joseph, Grand, Jackson; Hank Jackson, Royal, Meridian, Herman Duvall, Rebel, Hattiesburg; C. C. Boutwell, Waynesboro Drive-In, Waynesboro; Alvert L. King, Royal, Waynesboro; E. R. Sellers, Yam Drive-In, Opelousas; Milton Guidry, Nona, Lafayette; D. F. Blissards, Okolona, Okolona; third row, C. B. Hardy, Joy, Rayne, La.; Harold Resweber, Teche, St. Martinsville; Bob Hardy, Joy, Rayne; Clifton Elmore, Joy, Kinder; W. B. Simmons, Leo Drive-In, Sheveport; Asa Willis, Joy, Shreveport; Gladys Perkins, Strand, Vicksburg, Miss.; L. D. Powers, Oaklawn, Texarkana, Tex.; Leo Bounds, Leo, Texarkana, Tex.; bottom right, front row, A. L. Morgan, McLendon, Union Springs, Ala.; J. A. Willis, Yazoo City, Miss.; Walter Guarino, New Moon Drive-In, Lake Charles, La.; second row, John Richards, Sledell Theatres Corporation, New Orleans; E. R. Richards, Pix, Jackson, Miss.; Sid Havenor and E. K. Crosby, Jr., Southern Amusement Company, Lake Charles, La.; third row, C. E. Dossett, Ace, Natchez, Miss.; R. B. Dossett, Dossett Brothers, Hattiesburg; Mrs. W. P. McCown and W. P. McCown, Royal, West Point. The Workshops are finding great favor wherever they are held.

McComb; Arthur Lehman, Alamo and Booker T. Jackson; Jim deNeve, Jackson; Ed Orte, Legion and Gulf, Gulfport; J. E. and Louis Alford, McComb; Stan Taylor, Crosby; John Williams, Lamar and State, Jackson; and W. J. Ilsley, Rebel, Columbia.

John Elzey, King's, New Roads, La., was in, as was Irving Zeller, co-owner, Gonzales Drive-In, Gonzales, La.; F. G. Prat, Jr., Prat-Aucoin Theatres, Vacherie, La.; Charles Levy, Bayview, Biloxi, Miss.; Charles Butterfield, Lake Drive-In, Pascagoula, Miss.; Robert Molzon, Royal, Norco, La.; H. Crossley, Southern Amusement, Lake Charles, La.; and Charles Waterall, Waterall Theatres, Prichard, Ala.

Arkansas

Little Rock

Jack D. Brunagel, formerly of Kansas City, has become district manager of United Theatres, Inc., here. He will be executive assistant to M. S. McCord, United president and in charge of theatre operation. For the last eight years he has been general manager of drive-ins for the Commonwealth circuit in Kansas City, with several of the spots he operated being located in north Arkansas. He is a member of the board of Theatre Owners of America. United Theatres, with headquarters here, operate 22 theatres in Arkansas, including the Rialto, Princess, and Park here.

Richards-Lightman Theatres Corporation, owners, Strand, Palacce, and Liberty, here, has purchased the Skyvue and Starlight Drive-Ins here from Bob Lowrey and associates.

Florida

Miami

Florida State Theatres in Fort Lauderdale and Miami effected a tieup in cooperation with Channel 23, WGBS-TV, with a 23-cartoon show for 23 cents, at nine of the chain's houses. . . . A new motion picture theatre in the south Miami area, originally to be built at Sunset Drive and Red Road, will be erected instead on Dixie Highway, a block north of Red Road, according to an announcement from Monrad R. Thue, attorney for Sunred Corporation. The Sunred Corporation has agreed to lease the land and a theatre to be built there for A. Longo and Sons. The attorney reported that the theatre, with equipment, will represent a total investment of $350,000. It will have 1,300 seats. There will be 400,000 square feet of property adjoining the theatre for parking purposes, he said. The original site was abandoned for the theatre site after it became apparent that it would be impossible to obtain enough off-street parking space nearby.

The entire staff of Claughton Theatres assembled for the first annual presentation of Gold Service Awards. The Gold Service Awards will be presented annually to Claughton's most outstanding employees, with selection based on efficiency, appearance, general ability, and courtesy to patrons. The meeting was preceded by a showing of Filmack's "Courtesy is Contagious." Mrs. Lillian C. Claughton, circuit owner, felt that this film played an important part in aiding the staffs of the various theatres to give prompt and courteous service to patrons.

The Variety Women's committee is now headed by Mrs. Gilbert Chaplin. Barbara Warren, past president, is on the advisory board, as well as Mesdames Tracy Hare, Hal Hopplin, and E. N. Claughton. The sum of $45,000 was raised during Mrs. Warren's term of office. The committee recently gave a Valentine party for patients at Variety Children's Hospital on Valentine's Day. The next big money-raising event for the women's group is "Spring Parade of 1955 Fashions" March 23 at the Fountainbleau Hotel, Miami Beach, Fla., with fashions furnished by Saks-Fifth Avenue. Also in March, Sears, Roebuck and Company will turn over their book sales profits for one week to Variety with several Variety women assisting the Sears salesgirls at that time. Variety Club, Tent 33, has their annual Old Newsboys Day scheduled for the latter part of March with their Committee of 1,000 set to kick off in April.

Members of the Miami Sports Car Club attended the opening night of "The Racers" at the Miracle, Coral Gables, Fla. . . . A new 90-foot wide screen tower will soon replace the present screen at the Skydrome Drive-In, Lake Worth, Fla. The new structure, to cost an estimated $12,000, with other improvements, will be the first completely new wide screen at any drive-in in Palm Beach County.

Sixth week winners of the Wometco confection contest were Group 1, Coral Way Drive-In; Group 2, Center; Group 3, Tower; Group 4, Grand, West Palm Beach, Fla.; and Group 5, Park, Tampa, Fla.

U-I's "The Far Country" had its world premiere at the Miami, Carib, and Miracle.

Tampa

Thomas Sawyer, former manager, Polk, Lakeland, Fla., has succeeded W. J. Lloyd, who retired as manager, Tampa, announced Frank Bell, Florida State Theatres district supervisor. Bell said that Sawyer's former post has been taken by Ed Smith, who moved into it from the Florida, St. Petersburg, Fla. Walter Tremor, FST advertising man for many years, became the new manager, Florida, St. Petersburg.

North Carolina

Durham

Police were investigating the reported holdup of J. W. Allen, manager, Mid-Way Drive-In; Allen said he was robbed by two men of some $300.

Sumter

William B. Grover, 60, motion picture projectionist here for a number of years, died at his home. He began his career at the old Lyric in the days of silent films and later was projectionist at both the Sumter and Rex.

New Variety Tent Receives Charter

NEW ORLEANS — Approximately 300 including state and city officials, top ranking International Variety officials, members, and guests attended the Variety Club of New Orleans, Tent 45 charter-indoctrination banquet in the cotillion room in the Jung Hotel. The charter was presented by George Hoover, Miami, Fla., international chief barker, and accepted by Page M. Baker, chief barker, local club. Other prominent international officers participating were Bob O'Donnell, international ringmaster; Jack Dumestre, Atlanta, international dough guy; C. A. "Pappy" Dolsen, Dallas, international representative for this region; and judge William McCraw, Dallas, international executive director.

Governor Robert F. Kennon, the honored guest speaker, lauded the unit, saying, "Louisiana is privileged, a club has been founded here, the state is doing its share for the mentally and physically retarded, but there is nothing finer than when people get together privately to help the unfortunates." The governor was introduced by E. V. Richards, Jr. and was made the first honorary member of the chapter.

Victor Schiro, president, New Orleans Commission Council, presented Hoover a certificate of honorary citizenship. O'Donnell, the international ringmaster, related the history of the clubs and listed examples of the great work the organizations are doing in various cities of the United States, Canada, and London.

Henry Dupre, radio station WWL, was master of ceremonies. Indoctrination was handled by Dolson. Others on the program were Dumestre, Irwin F. Poche, New Orleans showman extraordinary, who introduced the honored guests; Rev. Father Edward F. Murphy, who gave the invocation; Rev. S. S. Clayton, who gave the benediction; Colonel Seymour Weiss, chief of the Roosevelt Hotel, introduced O'Donnell; and Judge McCraw.

Among the special guests were entertainers Rudy Vallee and Mr. and Mrs. Ted Lewis. Officers installed were Baker, chief barker; Harold F. Cohen, first assistant chief barker; William Briant, second assistant chief barker; Dan M. Brandon, property master; Henry G. Plitt, dough guy and Ernest MacKenna, press guy. Directors are Joel Bluestone, William Holiday, Carl Mabry, L. C. Montgomery, and Louis Boyer.

Montgomery was general chairman of the charter banquet committee. Committee heads included Arthur Schwartz, Max Connett, William Holliday, Maurice Barr, Plitt, MacKenna, Boyer, Poche, Henry Glover, Charles Ost, Brandon, Cohen, Eldon Briwa, Gibbons Burke, Don Stafford, Briant, Gaston J. Dureau, Jr., Abe Berenson, Mabry, and Bluestone.

Briwa, chairman, membership committee, reported that on the eve of the fete, membership numbered 176.

NEWS OF THE Territory

BRANCHES

Cincinnati

Robert C. McNabb, chief barker, local Variety Club, announced the committee chairman for the year 1955. The chairmen are heart, Herman H. Hunt; house, Bill Onie; bookers, Jim McDonald; sideshow, Abe Maius; sports and pastimes, Allan Mortiz; billers, Noah Schechter; radio and TV publicity, Harry Hartman; fund raising, Herb Gillis; welfare, Sam Weiss; and fixers, Saul Greenburg.

Away on business were Edward Salzberg, Screen Classics, to New York City; George A. Kirby, Republic branch manager, to Dayton and Eaton, O.; Lloyd Krause, RKO branch manager, to Springfield, O., and P. K. Wessel, treasurer, States Film Service, to Indianapolis. . . . Sam Sherman, office manager, and James Christian, head booker, U-I, attended a company district meeting in New Orleans.

Among those from this area who attended the drive-in convention at St. Louis were James McDonald, TOC general manager, and Rube Shor, president, and Robert S. Morrel, general manager, S and S Amusement Corporation. . . . Paul Douglas, playing here in "Caine Mutiny Court Martial," and other members of the cast, were guests at the Art Guild for a screening of U-I's "High and Dry," in which Douglas is the star.

Edwin H. Mayer, 76, dean of the motion picture trade magazine reporters in this area, died in a hospital in nearby Hamilton, O. Widely known along Film Row, he was a charter member of Tent Three, Variety Cllubs, here. . . . Exhibitors in were Fred Krimm, Roy Wells, Lloyd Hilderbrandt, P. W. Suell, and C. S. Babalis, Dayton, O.; Jack Needham, Frank Yassenoff, and Harry Schwartz, Columbus, O.; C. A. Metro, Poutsmouth. O.; H. E. Bennett, Circleville, O.; Frank Nolan, Athens, O.; Ray Laws, Lebanon, O.; Charles Scott, Vevay, Ind.; Frank Carnahan and Bud Hughes, Manchester, Ky.; Walter Wyrick, Carllisle ,Ky.; James Denton, Owingsville, Ky.; and James B. Howe, Carrollton, Ky.

Leon Uris, author of Warners "Battle Cry," was in to bally the film at the downtown Albee. . . . Lou Clemmer, owner, Eaton, O., drive-in, is erecting an all-steel tower with an 88-foot screen, replacing a smaller tower destroyed recently by fire. . . . New at U-I are Helen Dodd, cashier department, and Rita Walter, contract clerk. . . . Bob Doppes, U-I booker, is the proud father of a son. . . . William Woodruff, son of Margaret Woodruff, Columbia head booker, has received his honorable discharge from the air force. . . Al Sugarman, Columbus, O., widely known for many years in the industry in this area, died in Florida.



Richard Egan, right, co-star, RKO's "Underwater," recently visited the Palace, Cincinnati, for advance promotion on the film. Joining with Egan in looking at one of the lobby displays were Robert Rehme, left, assistant manager, and Edward McGlone, manager.

Cleveland

It was old home week in the National Screen Service office when Mickey Hart Sacean came back after two years to participate in the office shower arranged for Geneva Elwood, who was married to Don Smith. . . . Mary Lou Weaver, secretary to Warners branch manager Bill Twigg, learned that her son, staff sergeant Forrest Weaver has received orders for overseas duty in the Pacific area. . . . Frank Arena is back in town managing Loew's Ohio. For the past eight months, he was assigned to manage the Penn, Pittsburgh, recently acquired by John P. Harris.

Ernest Sands will return from New York as guest of honor at a farewell testimonial dinner sponsored by the Salesmen's Club of Cleveland. Mike Gould, Paramount salesman, is in charge of arrangements. The occasion is Sands' promotion from manager of the local Warners branch to manager of the company's branch in New York.

Bert Schoonmaker, buyer and booker, World, Toledo, O., has joined the Jim White automobile company of Toledo as a sales representative specializing in fleet sales. But he will also continue his association with the World, and during the summer, will operate his Pleasant View summer hotel in Clark Lake, Mich.

M. H. Fritchle, Oliver Theatre Supply Company, installed CinemaScope equipment in Frank Slavik's Capitol, Mount Gilead, O. Frank Masek, National Theatre Supply Company, has also been busy signing contracts for CinemaScope installation. Among them are the Quincy, here; Park, Mansfield, O.; Dreamland, Lorain, O; and the State, Bellevue, O. NTS is also equipping the Bishop Hoban High School in Akron, O., and the Ashland High School, Ashland, O., with CinemaScope.

Sheldon Selman has joined the Bernstein Fellinger Insurance Company as a partner. . . . Marshall Fine, Associated Circuit, returned from a three-week vacation in Florida. . . . William Dodson, 73, retired local projectionist, died. His wife, a son, and two daughters survive.

Jack Vogel, architectural engineer, Wellsville, O., has entered into contracts with several exhibitors to enlarge their drive-in screen towers. Arnold King has engaged his service to increase the size of the sceen tower of his Eastlake Drive-In, Eastlake, O. He is also remodeling John Tender's Carlisle Drive-In, Oberlin, O. This project includes increasing the screen size to a width of 90 feet and erecting anew, modernistic boxoffice. . . . Irving Field's new anamorphic conversion lens, adaptable to any standard projection lens, is being installed in the Liberty, Wellsville, O.; the Palace, Tiltonsville, O.; and the Liberty, Midland, Pa. . . . Maurice Bernstein, insurance firm of Bernstein and Fellinger, announced that Sheldon Selman has joined the organization as a partner.

Mrs. Mina Pontius, wife of Paul Pontius, former owner, Limelite, Woodville, O., and currently owner, Little Flower Drive-In, Ottawa, O., died suddenly of a heart attack while visiting her daughter, Mrs. Dorothy Denlinger in LaMesa, Calif. She was a member of the Eastern Star. Funeral services and burial were held in Geneva, Ind. Her husband and daughter are the sole survivors.

Leo Greenberger, Community Circuit, and his wife are in Sarasota, Fla. . . . The local United Artists branch, under the management of Danny Rosenthal, is in first place in Group 2 of the Robert Benjamin sales drive that ends March 5. The entire UA crew, including salesmen Aaron Wayne and Jack Shore, are working hard to hold that position right up to the finish line.

Associated Circuit has started a $100,000 remodeling program on the Granada, recently acquired from the Loew Circuit. Jack Bialosky, architect, is in charge of plans which will do for the Granada what a similar program did for the circuit's Shaker. . . . M. B. Horwitz, who heads the Washington Circuit, has his eyes turned both east and west. In May he leaves for a 32-day vacation trip to to Europe and Israel. But before that he will fly to the west coast to greet his first great-grandchild which his granddaughter, Mrs. Marcia Miller Kline, expects to arrive in March.

G-B-D International Releasing Corporation announced that "Mr. Hulet's Holiday" is now available in this exchange area through Imperial Pictures, Incorporated.

Detroit

The "Cinerama Holiday" crew took over the city with a great deal of radio, television, and newspaper publicity opening the second Cinerama showing. A press and trade premiere capped a day of lunches and parties for the two young couples who, with Louis de Rochemont made the picture. A benefit performance was an advance sellout and ticket sales show that the same sellout will prevail that marked the original "This Is Cinerama" showing. . . . W. S. Butterfield Theatres, large outstate chain will build in Ann Arbor, Mich. President M. F. Gowthorpe announced that the new

building will occupy the present side of the Earle Hotel and Whitney Opera House. Seating capacity will be 1,400, and all the latest projection and sound innovations will be incorporated in the physical structure. Crane, Kiehler, and Kellogg are the architects.

Sol Krim, who shows art films in suburban Highland Park has given a new twist to entertainment here. Feeling that one or the other of a family may not appreciate "Aida," thereby keeping both away, Krim has installed a TV lounge to entertain the lowbrow half of the family. . . . "Filmorama Adventure," wide-screen 16mm. color adventure travelog at Masonic Hall was held a fourth evening. The showing was arranged by the World Adventure Series, which has found travel profitable in Detroit. . . . Joe Denniston, Family and Monroe, Monroe, Mich., has plans for a 1,200 car drive-in in Monroe. Crane, Kiehler, and Kellog are planning this one, too.

Film Exchange Local B25 held a dance at the Elks Hall. . . . Kathrine Kidder died in Atlanta. Her sister is Helen McColl, Columbia inspector. . . . Milton Zimmerman, Columbia manager, is home after surgery Shipper James Herd, Paramount, has gone into the army. . . . Ashmun Brothers have another drive-in in the picture for Saginaw, Mich. . . . Al Dezel and Sam Kaplan attended the Favorite Films convention in New York.

U-I's Hal Pingree has been tranferred to newsreels in New York. . . . William Thick, who operated the Bogar and Garden in Marshall, Mich., died recently. . . . Mrs. Thomas Duane underwent surgery. She is the wife of the Paramount manager. . . . Appearance of Elroy Hirsch grabbed space in both screen and sport pages locally.

G-B-D International Releasing Corporation announced that "Mr. Hulot's Holiday" is now available in this exchange area through Allied Film Exchange.

One of the strongest panels of exhibitor experts yet to be assembled for an MGM Workshop, according to Mike Simons, director of customer relations, was the group at the Statler Hotel. This session marked the eighth in the series already attended by approximately 2,000 exhibitors. Lou Brown, director of advertising, publicity, and exploitation, Loew-Poli Theatres in New England, led off as representative of "big city" exhibitors. MGM branch manager Lou Marks was Workshop host, and present were central division sales manager John J. Maloney, salesmen Kalman Bruss and Cliff Perry; office manager Arthur Zuelch; field press representative Charles Dietz, who assisted Emery Austin, exploitation director; and bookers Julius Pavella, Clarence Berthiaume, Harold Harris, and Donald Martin. The small-town panelist was Joseph Jarvis, operator, Gilbert Stuart, Riverside, R. I. Drive-in representative was David Cheatham, operator, Moon-Glo Drive-In, Pulaski, Tenn. Radio and television



Winner of the Critic of the Year citation for his constructive movie reviews, Harold V. Cohen, right, Pittsburgh Post-Gazette, was honor guest recently at the Variety Club, where he received a plaque from I. Elmer Ecker, left, the Tent's Chief Barker, as the newspaper's publisher William Block, looks on.

panelists were Hal Neal and Ralph Dawson, radio and television sales managers respectively for station WXYZ (ABC).

Indianapolis

States Film Service took over the shipping and inspection for Republic. . . . Al Hendricks, manager, Indiana, returned from his vacation at Fort Lauderdale, Fla. . . . Tony Wiley has been named steward at the Variety Club. . . . Joseph Bohn, manager, Real Art, has returned to his desk after recovering from his recent illness.

Abe Gelman, the representative for Buena Vista here, attended a sales meeting in Chicago. . . . Milton Ettinger, U-I, is back at his desk. Milt had quite a siege of illness for a while. . . . Harry Layne, formerly with the Twin Drive-In, has joined the Cantor group. . . . James Smith resigned his post at Paramount and has gone over to the Twin Drive-In as buyer and general manager.

Pittsburgh

Robert Wagner, 20th-Century-Fox will be in Pittsburgh to plug his film, "White Feather," which the Fulton sneak previewed. . . . Jack Kalmenson returned here as Warner branch manager, succeeding Bill Twig, who has been transferred to Cleveland. In Pittsburgh from the home office for the changeover were Howard Levinson, legal departmment; Bill Mansell, district manager; and Jules Lapidus, division manager.

Saul Gottlieb, branch manager, MGM, New York, and former head, Pittsburgh branch, mourned the death of his brother, Al. . . . The Cameraphone, which Morris Finkel has been operating under a lease for the last three years, will close May 1. . . . Local visitors last week were Bob Folliard, district manager, RKO, Nicky Goldhammer, Allied Artists district manager; and Jerry Pickman, Paramount vice-president and head of the advertising and publicity department.

Army greetings have been delivered to John H. Harris, Jr., son of the local showman. . . . Marine James R. Stevenson, son of Mrs. Vilotte Stevenson, was among the boys who worked in scenes of Warners' "Battle Cry."

The local Colosseum of Motion Picture Salesman is staging a welfare fund contest, award to be a '55 Cadillac or cash for the same amount, and winner to be announced after March 19. . . . Florence Fisher Parry, former local theatre columnist, who now makes her home in Kenosha, Wis., is now doing a book on show business. . . . Ann Alpern, wife of the veteran Sheridan Square stage electrician, is able to sit up now for a few hours a day at the Montefiore Hospital, where she has been hospitalized for the last month.

The local Variety Club tossed a luncheon for the Dapper Dan celebrities in town for the banquet for the following night. . . . Sammy Speranza, Stanley Warner local contact manager, and his wife left for a two week vacation in Miami, Fla., where they will be guests of Sammy's brother who lives there. . . . Eddie Dean, star of western films, will appear on stage in person at the Lake, Erie, Pa.

The Variety International convention in Los Angeles May 4-7 will find a large number attending from Tent One here. I. Elmer Ecker, chief barker, heads a list of the following personallities, John Stabiles, Norman Mervises, Frank Blandis, William Finkels, Maurice Spitaalnys, Lou Middlemans, Nate Kaufmans, Morty Henderson, George V. Eby, James G. Balmers, Jake Soltz, Sam Mattes, and Harold V. Cohen.

A contingent of 25 western Pennsylvania drive-in owners attended the second annual National Allied drive-in convention in St. Louis. . . . Morty Ives, former salesman, Columbia, and now an exhibitor in Omaha, flew in for the funeral of his father.

Maury Weiss, former salesman, Allied Artists, has returned to New York City. . . . John Goshorn, National Theatre Supply executive, was here on business and spent time with the local branch manager, Newt Williams. . . . The Arcade was recently heldup and the thief escaped with the receipts. Miss Dorothea Abbott, cashier, was so unnerved that it was necessary for her to have medical care. . . . Mr. and Mrs. Ernest Stern returned from a month's vacation in Los Angeles and Las Vegas in time for Ernie to start concentrating on the opening of his drive-in circuit.

Anamorphic lenses will be installed at the Palace, Mount Jewett, Pa. Wally Anderson, head of this circuit, has already installed lenses at his Sandy Lake house, leaving his three other theatres still not set up for CinemaScope projection. . . . Warner, Erie, Pa., will feature the closed circuit TV show for ANTA and CARE on March 28.

Approximately 40 drive-in owners attended a meeting of the Tri-State Drive-In Theatres Association at the Carlton house. Theodore Grance, president, was absent due to an injury. Another meeting will be held in March

to discuss openings and campaigns. The following were elected to the board of directors. Jack Judd, branch manager, Columbia, and also drive-in operator; Joe Volpe, Gabe Rubin, Jimmy Nash, Sr., Theodore Grance, Ernie Stern, and John Robb.

Penn, Pennsboro, Pa., and Orpheum, Clarksburg, Pa., have just installed anamorphic lenses as has the Regent, West Union, Pa. . . . George Delish, New Martinsville, W. Va., exhibitor, has been promoted to assistant cashier at the New Martinsville bank . . . Victoria, Wheeling, W. Va., placed a silver chalice in the theatre foyer and in five other business establishments where contributions were placed for the March of Dimes. Girl Scouts attended the containers which announced the coming opening of Warners' "The Silver Chalice."

Ruppie Rupp, U-I film inspector for the past decade, was recently taken to the Mercy Hospital for observation and surgery. . . . Rex, Wheeling, W. Va., reduced admissions for service men and women during the showing of "This Is Your Army." . . . A local visitor was Herb Yates, Jr., son of the Republic chief, who was in on TV film business. . . . Filed several years ago, Eastwood, Pa., law suit against Warner Theatres and all film distributors was postponed for several months. Sam and Rudy Navari, owners, charged that their Penn township theatre was discriminated against as to product, clearance, and availability.

Louis De Rochemont, producer of "Cinerama Holiday," will be a visitor when the second Cinerama feature will have its Pennsylvania premiere at the Warner under the auspices of the Junior Chamber of Commerce. A number of top Stanley Warner officials will also be in from New York City. . . . Henry Burger flew up to New York for a series of advertising conferences with his Stanley Warner bosses.

Among visitors were Tommy Bello and his son, Capitol, Nanty Glo, Pa., and Penn, Blairsville, Pa.; Valoris Hayes, Regent, Linesville, Pa.; Adolph Farkas, Lyric and Rialto, Johnstown, Pa.; Mrs. Charles Trozzi, Central, Hermine, Pa.; Herman Stahl, Drake, Oil City, Pa.; Cuba Walker, Ideal Amusement Company, Johnstown, Pa.; John and Frank Oglietti, Palace, Leechburg, Pa.; Harry Meyers, Gamble, Seward, Pa.; and John Nagy, Liberty, Rural Valley, Pa.

Allied Theatre Owners of Western Pennsylvania will hold their 33rd annual convention and showmanship forum at the Roosevelt Hotel on March 21-22. Added to this year's convention will be an equipment mart and exhibit displaying the newest innovations in theatre equipment. Allied's registry contains 175 independent theatres in western Pennsylvania. Harry Hendel has been appointed to be the new general convention chairman.

Variety Club, Tent One, honored Harold V. Cohn, motion picture critic, Post-Gazette, chosen as tops in his field by



John Huston, producer-director, "Moby Dick," Moulin-Estree production for Warners' release, is seen in New York City at a trade press conference in the St. Regis Hotel.

the Screen Directors Guild, at a dinner held at the William Penn Hotel. Over 300 persons attended the affair, the biggest turnout for an individual in the local Variety Club's history and a unique tribute to a movie critic. It was a big, wonderful ball from the time that I. Elmer Ecker, chief barker, opened the meeting, until the wee hours of the morning. A special edition of the Post-Gazette prepared by his colleagues was distributed to all guests. Special articles and pictures presented highlights of his career. A sketch, in color, by cartoonist Hungerford, was signed by all guests and presented to Cohen as a memento of the occasion. Among those present were Harold Lund, station manager, KDKA-TV; Abe Weiner, branch manager, Allied Artists; William Adler, publisher, TV Guide; Andrew Bernhard, editor, Pittsburgh Post-Gazette, and publisher William Block; Rev. Vincent P. Brennan, editor, Pittsburgh Catholic Observer; Robert Folliard, RKO eastern district manager; L. E. Goldhammer, eastern division manager, Allied Artists; Arthur Greenblatt, circuit sales manager, Allied Artists; Karl Krug, drama critic, Pittsburgh Sun-Telegraph; Tom O. McLeister, central division manager, 20th-Fox; Kasper Monahan, drama critic, Pittsburgh Press; Glenn Norris, eastern division sales manager, 20th-Fox; Jerome Pickman, advertising and publicity director, Paramount; Morris Finkel, past national president, Allied Motion Pictures Theatre Owners; Charles Blatt, Somerset theatre owner and president, Allied Motion Picture Theatre Owners; J. T. McGreevey, Harris Amusement Company; B. W. Steerman, Stanley Warner Theatres; Harry Hendel, secretary, Theatre Service; Bert Stearn, Co-operative Theatre Service; Lou Hanna, Co-operative Theatre Service; Harry Kalmine, vice-president and general manager, Stanley Warner Theatres, and many, many others.

Ohio

Columbus

Censorship of films to be shown to patrons under 21 is provided in a bill introduced on Feb. 14, last day for introduction of new bills in the Ohio Legislature, by Representative Louis J. Schneider, Jr., Cincinnati Republican. This is the fourth censorship bill to be introduced in the present Ohio legisla-

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tive session. Bill provided a fee of $3 per 1,000-foot reel, with funds so raised to go into the state's general fund. The Schneider bill uses the identical language of the present Ohio law, declared inoperative by the courts. It says, "Only such films as are, in the judgment and discretion of the Department of Education, of a moral, educational, or amusing and harmless character shall be passed and approved by such department." Previous censorship bills, designed to strengthen censorship, were introduced by Representative Andrew Putka and by Representatives John J. Conway, James P. Kilbane, Jess Yoder, and Charles Whalen, Jr. Senator Charles Mosher introduced a bill to abolish all film censorship.

Village council of suburban Worthington voted to order the police force to enforce the anti-gambling laws. Although the ordinance does not mention bingo, that is the game most played by several church groups. Several Franklin County theatremen who are ex-servicemen are reported interested in the $7500-per-year post as manager, Franklin County Veterans' Memorial Auditorium, which will open this fall. Film projection equipment and full stage facilities are being installed in the 4000-seat auditorium.

The projected Broad and High underground parking garage seems on the way to approval by the Ohio Legislature following a favorable recommendation by an Ohio Senate committee that the state appoint a commission to construct the 1200-car facility, which will be partially under the State House yard. The garage would afford relief in the critical parking situation for all downtown theatres.



Herbert J. Yates, Republic president, right, recently signed a multiple-picture releasing contract with R. John Hugh, president, Empire Studios, Inc., Orlando, Fla. Hugh's first production, "Yellowneck," to be released by Republic, is slated for a dual world premiere at the Astor, Orlando, Fla., in March and the State, St, Petersburg, Fla., at the same time. The new contract calls for three pictures to be delivered by the young company.

Cleo Moore, seen in Columbia's "Women's Prison," cooperated with the Columbus Fire Department and the Heart Fund in a stunt to raise money for the fund. She was placed in a fake prison cell erected in front of Loew's Ohio and freed by a lucky key holder. Keys were sold by firefighters for the Heart Fund. Winner got a dinner date with Miss Moore. Ira Sidelle, Columbia publicity representative, was here to promote Miss Moore's local appearance.

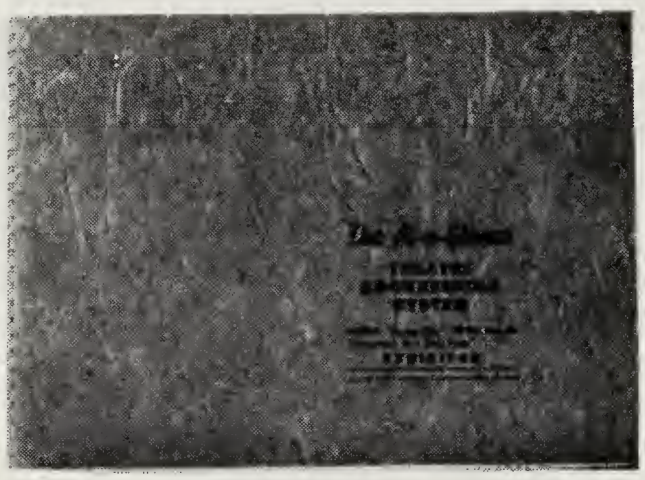
In Portsmouth, O., Scioto County Prosecutor William H. Harsha, Jr., ruled that bingo games operated for charitable purposes do not appear to be in violation of Ohio's criminal statutes. The opinion was requested by Sheriff Burl Justice in connection with games operated here by several fraternal groups, and at nearby Wheelersburg. Harsha said he still plans to ask the May term of the grand jury whether it wants to investigate the bingo games. The new ruling came in the wake of a threat by Governor Frank J. Lausche to close up Scioto County's bingo places if the local law enforcement officers don't do it. Lausche asked Attorney General William O'Neill about the legal aspects of the state bringing padlock proceedings. Lausche indicated that he would not wait until the May grand jury meeting if O'Neill's opinion allows him to go ahead and try to padlock the games.

The combined convention of Independent Theatre Owners of Ohio and an MGM Ticket Selling Workshop is scheduled for Feb. 28 and March 1, with the workshop scheduled for the second day and the annual banquet in the evening. Speakers expected to be present are William C. Gehring, 20th-Fox; Maurice Bergman, U-I; A. F. Myers, Allied States general counsel; and Merlin Lewis, executive secretary, TESMA. An additional feature of the first day will be the preview of a new picture in the evening.

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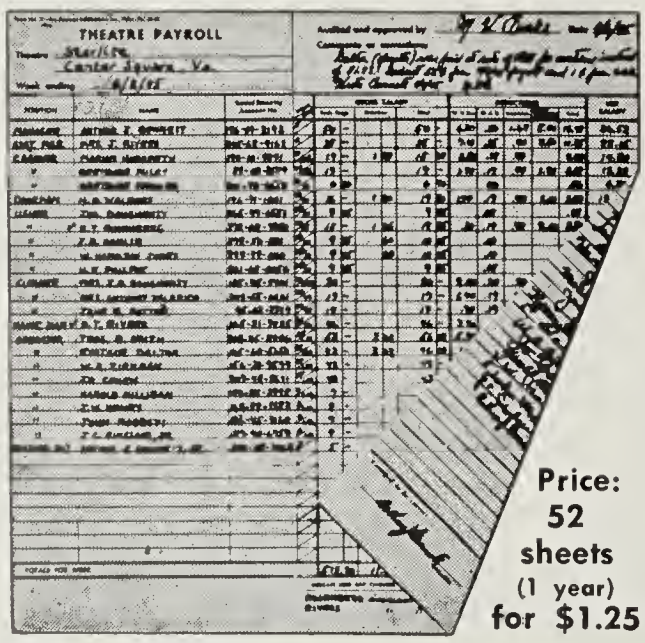
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NEWS OF THE Territory

Chicago

John Balaban, vacationing in Jamaica with his wife, has just about completed arrangements with Grace Kelly on winging here for the premiere of "The Country Girl," at his Chicago.

The movie critics went to New York for the premiere of "Cinerama Holiday."

Elroy Hirsch confided that his current movie tour was more strenuous than playing football with the Rams. To get his mind off "Unchained" and Hollywood, he sneaked to Northwestern University gym to have a workout with the basketball team. . . . George Lifka, Warners, is vacationing in Florida.

Crescent Film Laboratories, Inc., signed a new labor agreement with the Film Laboratory Union, represented by business agent Arthur Beeman. . . . Mrs. Bart Menardi, mother of Johnny Menardi, Fox Midwest Theatres manager in the St. Louis district, died at Herrin, Ill.

Mrs. Clarissa Holmes Stahr, 69, wife of Leo Stahr, art director for Balaban and Katz Theatres, died. Also surviving are three daughters, a brother, and a sister. . . . Samuel Arkoff, vice-president, American Releasing, Roger Corman, and James Nicholson came for conferences.

Hollywood's Suzan Ball, actress whose leg was amputated recently because of cancer, came with her husband for a visit with her sister-in-law, Mrs. John T. Dix, suburban Winnetka, Ill. . . . Manny Goodman, Allied Artists contract department, came from New York for conferences.

Irv Kupcinet, newspaper columnist, who is a special favorite among movie owners, emceed Rock Hudson and Barbara Rush, stars of "Captain Lightfoot," as they appeared on stage at McVickers for the opening of the picture. . . . James Mohamed was named La Porte manager, La Porte, Ind.

Leo Salkin, veteran theatreman, was the man behind the scenes in lining up talent for the City of Hope telethon. . . . Mrs. Anne O'Malley Reardon, 63, for many years organist and pianist in Loop and northshore movies, especially when audiences joined in community singing, died. Two brothers and four sisters survive.

Patricia, daughter of B & K veteran manager Erwin Noyer, stationed at the Nortown, will wed Lieutenant Arthur Myerberg, New Lennox, Ill., on Feb. 26 at St. Marks Evangelical Lutheran church. The honeymoon will be in Germany, where the young officer has been assigned by the army. . . . Allied Artists Pictures of Illinois is doubling office space at 1250 South Wabash Avenue.



Leading Dallas exhibitors were the guests of 20th-Fox recently at a cocktail party and preview of "The Racers." Seen, left to right, are Walter Hansen, 20th-Fox head booker; Mark Sheridan, 20th-Fox branch manager; and Ray Jones, head booker, Interstate Circuit.

The principal opponent of theatre attorney Seymour F. Simon, candidate for alderman in the 40th ward, withdrew in his favor. . . . James Jovan, Monroe owner, has adopted a policy of exhibiting first-runs immediately after they have closed at the principal houses.

James E. Coston, head, Coston Enterprises, Inc., took a New York business trip. . . . James M. Gilchrist, 77, founder of the Federal Sign and Signal Corporation, died. Member of a pioneer Chicago family, he retired last Spring as senior vice-president of the corporation.

President Jack Kirsch, Allied Theatres of Illinois, announced the following theatres have joined both the Allied organization and the Allied buying and booking department, Armitage, Chicago; Roseland, Roseland, Ill.; and Skokie, Skokie, Ill. . . . Free admissions are given by Ross Scaggs, Capitol manager, Bridgeport, Ill., to those whose names appear in the "Happy Birthday" column of the town's newspaper.

Irwin Ludwig of the Walt Disney staff, talking about Disney in a hotel elevator, felt a tug at his coat. It was by a small boy who pleaded, "May I have a picture of Mickey Mouse?" Taking the kid's room number he went back downstairs, bought a Mickey Mouse gadget, and had it sent to the lad.

Movie director Alfred Hitchcock told here of his recent trip to Marrakech, a resort town in North Africa. Noted for his quips about women, he said, "There the women have the decency to keep their faces covered."

Roger Grauman, president, Grauman Studios, for several years, joined Kling Studios as vice-president.

Judge Thomas E. Kluczynski, Cook County Court, believes that if the proposed censorship of films in the unincorporated areas just outside Chicago should be enacted, that but one board should operate for the outlying districts and Chicago. He said, "Censorship would thus be uniform and the confusion of conflicting opinions would be eliminated." The judge said he hopes the owners of drive-ins will cooperate in a censorship plan which is under consideration by the Cook County board of commissioners. He made it clear that he does not want to see the theatre business injured. He added, however, "if the present high rate of juvenile delinquency is to be eradicated, or toned down at least, everyone, including drive-ins, where some questionable deportment among teenagers is unfortunately prevalent, should willingly give thought to the problem."

Mae Savage, widow of the late Jimmy Savage, B & K publicity department and finally a noted columnist, was wed to Howard Mayer, a leading publicity man. . . . Stanford Kohlberg, operator, Park Avenue Cinema, affords patrons free parking adjacent to the theatre.

N. S. Barger announced a $100,000 modernization program for the State, which he recently acquired. The new operator and Van Etten Brothers, owners of the building, have approved plans by architect Ben Stein. The theatre will operate on regular schedule during progress of the improvements, which will include a complete new lobby and a deluxe refreshment stand. LeRoy Jones, formerly with Great States Theatres, has been named house manager.

Flora Dick, secretary to F. C. Dickely, manager, Altec Service Corporation's central division office, died of a heart attack. She joined Altec in 1943 in the company's Detroit office, and for several years was attached to the central division here.

Dallas

Women of the Motion Picture Industry, very active in Texas, and particularly the group employed by Lew Bray Valley Theatres, the Queen, McAllen; State, Mercedes; Strand, Harlingen; Ritz, Weslaco; and Gem, Weslaco, recently received a feature write up in The Harlingen, Texas, Valley Morning Star. Termed "trail blazers," six of the women managers had a three-column photo of themselves in addition to the article. The girls are Kathryn Verser, State, Mercedes; Gene Barchelt, relief manager; Wava Woodward, Strand; Betty Lopez, Capitol, Brownsville; Helen Carter, Rialto; and Flo McDonald, who, it was said, has been setting the pace in the field since 1932. Another area woman manager, Cornelia E. Desalme has charge of the Citrus Drive-In. Lew Bray adds that "we are justly proud of each and every one of them."

Two of the girls from Frontier Theatres, Inc., were lucky enough to bring home some of the prize ribbons from the fifth annual roundup of Chinchillas held at the Texas Hotel in Fort Worth, Tex. Miss Dinky Bragg's animals won two blue ribbons for the second and fourth places and Mrs. Mamie Anderson's animal won third prize.

The new employee over at Southwestern Equipment Company is Mrs. Potsy Miller. . . . The winner of the "Vera Cruz" contest, conducted from the

Majestic, was Mrs. H. Paul Morgan, who was awarded an eight day vacation trip to Mexico with all expenses paid.

Interstate Theatres has announced a plan for an Academy Award contest which gave local movie fans a chance to pick their own Oscar winners. Persons whose ballots most closely approximate the winners named by the Academy of Motion Pictures Arts and Sciences will be awarded valuable prizes. Ballots were available in the lobby of any Interstate theatre. The contest is to end March 27.

Jack Swiger, executive, Phil Isley Theatres, is serving as general chairman. The Ezell Golden Jubilee Committee, for honoring Claude C. Ezell at a special banquet to be held in the Crystal Ballroom of the Baker Hotel on March 9. Speakers for the occasion will be R. J. O'Donnell, Attorney General John Ben Shepperd, Ned Depinet, and Judge William McCraw. Production, distribution, and exhibition executives have been invited. Many state, county and city officials and dignitaries will also be present.

Denver

Ralph Batschelet, long-time theatre manager and recently vice-president and general manager, Television Theatres, Inc., operating the Centennial Drive-In and the Webber, has resigned to enter other business. . . . Among those from this area attending the TOA convention were Pat McGee, here, and Nathan Greer, Santa Fe, N. M.

Charles R. Gilmour, Gibraltar Enterprises general manager and president, and Mrs. Gilmour flew to Hawaii for a three-week's vacation. . . . William Fitzgerald, Denham publicity director, was rushed to St. Luke's hospital for an emergency appendectomy, where he is improving satisfactorily.

John Notman has sold the Zia, Las Lunas, N. M., to Joe Wills. . . . Fox Inter-Mountain Theatres has installed CinemaScope in the Aladdin, with the first film being shown there under the new process being "Prince of Players."

Mrs. M. J. Stroup has sold the Wyolin, Lingle, Wyo., to G. M. Kinnan. . . . Jim Ricketts, branch manager, Paramount, made a sales trip into New Mexico. . . . Herb Buschmann, salesman for United Artists and headquartering in Albuquerque, N. M., was in to pick up his new Chevrolet, furnished by the company.

F. A. Bateman, Republic division manager, was in calling on the circuits and conferring with Gene Gerbase, branch manager. . . . Hal Fuller, independent distributor, has moved his headquarters for Dimension Pictures from Salt Lake City to here, and has set up an exchange at 2081 Broadway. . . . M. R. Austin, branch manager, United Artists, went to Salt Lake City for two days to confer with Ralph Clark, western division manager, and James Velde, western sales manager.

Seen on Film Row were Nervin Reed, Glenrock, Wyo.; Dave Edwards, Salt Lake City; Warren Davis, Laramie, Wyo.; Wilbur Williams and Claude Graves, Boulder, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; J. H. Roberts, Fort Morgan, Colo.; Cliff Butler, Albuquerque, N. M., C. E. McLaughlin, Las Animas, Colo.; Joe Novak, Pueblo, Colo.; Merle Gwin, Benkelman, Neb.; and W. F. Aydelotte, Fort Collins, Colo.

Ralph J. Batschelet, former theatre executive here, now heads the United Western Sales Company, which handles distribution of a cold sterilizer for use by doctors, dentists, and scientists.

Evidently one of the most enterprising exhibitors to attend the MGM Workshops is Russell Allen, Allen Theatres, in the Rocky Mountain territory, judging from the results based on ideas discussed at the Denver Ticket Selling meeting which he attended. Following his return to Farmington, N. M., where he makes his headquarters at the Totah, Allen got in touch with The Farmington Daily Times and talked over a couple of ideas, one of which resulted in a full-page story with photographs on the history of the Allen family in the motion picture business since Frank B. Allen founded the circuit back in 1912. The Allen Theatres now represents the oldest theatre group in the Rocky Mountain area, the article and pictures pointing up many facets of the operation and persons identified with it, photographs of the theatres, and goes so far as to show and compare projectors used in the 1920's and the modern projector employed today. Allen, in the article, also explains how motion pictures are bought, booked and advertised.

Des Moines

A bill to prohibit the showing of immoral movies in Iowa was brought out by the House safety and law enforcement committee in the Iowa legislature and placed on the House calendar for consideration. The safely committee is composed of 26 house members. Chairman C. A. Scheerer, Boone, said the bill was designed to strengthen the law against the showing of immoral pictures. Some courts, he said, have held that moving pictures are not included in the present state law that defines immoral plays, exhibitions, and entertainment. The bill would include immoral movies in the section prohibiting immoral plays, etc., and as a result would carry a fine of not more than $1,000 or a year jail sentence, or both, for conviction on a violation.

Dean Jones has been named manager, State, Cedar Rapids, Iowa, by Tri-States. He formerly was associated with Balaban and Katz in Chicago. He succeeds Helen Davey, who was named assistant to Harry R. Moore, Tri-States city manager, Cedar Rapids. . . . Myron Blank, head, Central States, and Mrs. Blank have returned from a 10-day trip to New York. . . . R. M. Phillips, manager, Algona, Algona, Iowa, has been named as "master showman of the year" by Central States Theatre Corporation for the second straight year. He was chosen over 50 other managers in the Central States circuit.

Kansas City

Dwight Borin is the new Warners salesman, replacing Tommy Thompson, who went with Buena Vista. He will cover the southern Kansas territory. . . . F. J. Lee, United Artists district manager, St. Louis, was a local visitor conferring with Ralph Amacher, local branch manager. Plans were discussed for United Artists week, July 1-7. . . . The Cozy, Geneseo, Kans., has been reopened by Mrs. Betty Bond, Newton, Kans.

The Comet is again closed. It has been considered for some time as one of the marginal operations here. . . . Lawrence Caplane, who has been manager, RKO Missouri, since Lawrence Lehman retired in 1953, has resigned his position as of Feb. 22 to go to Cleveland where he will be associated with the Cleveland Advertising Company. RKO is replacing him with Matt Plunkett, Dayton, O., who arrived Feb. 15. . . . Dick Whitley and Jack Wareham, Mid-Central film buyers from Manhattan, Kans., were Film Row visitors for several days. . . . Construction on the new Fox Midwest house, Carthage, Mo., the Fox, is being rushed so that it can open Feb. 24. The circuit's Tiger, burned about six months ago.

Richard Brous, president, Motion Picture Association of Greater Kansas City, has appointed the following committees, legislative, C. A. Schultz, Dick Biechele, and Senn Lawler; public relations, Ben Shlyen, Bernie Evans, and Joe Redmond; charity, Arthur Cole and R. F. Withers; membership, Lou Patz, Russell Borg, and Gene Snitz; ways and means, Ben Marcus, Syd Levy, Robert Shelton, and Stanley Durwood; entertainment, Ralph Amacher, Harry Gaffney, Finton Jones, and Jim Lewis.

Los Angeles

Industry-wide participation by southern California and Arizona independent and circuit theatres and film distributing offices in the forthcoming annual observance of Brotherhood Week were set in motion in a pre-campaign planning session. Over 600 members representing both exhibition and distribution met, with officials of the National Conference of Christians and Jews at a special meeting at 11 a. m. held in the Fox Boulevard. Edwin F. Zabel, general manager, Fox West Coast Theatres, chaired the meeting and Sherrill C. Corwin, president, Metropolitan Theatres, served as moderator. Speakers included Dr. William Lindsay Young, southern California executive director of the conference; Everet Cummings, exhibitor co-chairman with Zabel; Morris Sudmin, film distribution chairman; Jim Velde, representing William J. Heinman, national film industry chairman; and the Very Reverend Leonidas C. Contos, dean of the Saint Sophia Greek Orthodox Cathedral.

Fox West Coast Theatres held the gala opening of its newly remodeled Iris, Hollywood, after refurbishing at a cost of $100,000. The deluxe first-run features a wide "Miracle Mirror" screen, adapted for conventional, CinemaScope, 3D, or VistaVision films, Edwin F. Zabel, Fox West Coast general manager, stated, adding that the 816-seat house has the newly developed stereophonic sound system and the latest in projection equipment. Additions under the redecoration program included a new facade on the front of the building, marquee, seats, carpeting, lighting system, improved acoustical treatment, boxoffice and poster display cases finished in stainless steel. A Hollywood-style premiere opening was accorded the remodeled showcase and included the traditional first-nighter glitter of film stars, searchlights, autograph fans, and red carpet. William F. Katzky, Jr., with 16 years experience in show business, has been named manager.

Oklahoma City

Dave Speake, Paramount booker, is back at work after a few days illness. . . . Bob Bixler, Paramount publicity man from Dallas, was in. . . . The Main, Red Oak, Okla., was completely destroyed by fire. The fire started in the booth. . . . Ben Wright is the new owner, Cozy, Tulsa, Okla. . . . Joel Johnson has closed his Tuttle, Tuttle, Okla., and Tower, Cement, Okla., indefinitely.

The Boyter Booking Agency is now doing the booking and buying for the Palace, Sunray, Tex., which was formerly done by the Arch Boardman Booking Service, Dallas. . . . Marvin Bell, owner, Palace, Sunray, Tex., has also bought the Buckaroo Drive-In, Sunray, Sunray, from B. L. Adams. . . . Reggie Pappas, secretary to branch manager, Paramount, spent the weekend visiting friends in Tulsa, Okla.

Omaha

A visitor was the father of Marlon Brando, who was in town to attend to business connected with the Brandos' ranch in the Nebraska Sand Hills. . . . Joe Jacobs, Columbia branch manager, and Ben Marcus, Kansas City district manager, are starting the drums rolling for "The Long Gray Line," which will open in Omaha, March 9 or 16, and in Sioux City, March 16.

Installation of CinemaScope is getting underway at the Lyric, owned by James Anderson at Edgar, Neb. Walter Gunther, Palace, Syracuse, Neb., also has purchased equipment. Ken Cooley has unveiled his new equipment at the Star, Callaway, Neb. . . . Harry Fisher is recovering from a virous infection.

Weather, the Hippodrome of 1955, and the Auto Show made the going rough for theatres. Salesmen making the western and northern Nebraska area who got caught in the season's worst snow storm in that region included Jack Andres, Columbia; Rich Wilson, MGM; and Cal Bard, United Artists. Snow and ice made travel hazardous and skidded theatre grosses.

Antoinette Akromis is now general clerk, U-I. She formerly was with National Screen Service. . . . Wanda Radik, who left Western Theatre Supply when F. A. Van Husan retired, is now branch manager Don McLucas's secretary at United Artists. . . . The memorial fund started by Variety Club honoring the late Joe Scott, 20th-Fox manager, has topped $600.

Milwaukee

President S. J. Goldberg announced the appointment of Angelo Provinzano, Alamo and Pix, here, as general chairmen, and Edward E. Johnson, Roosevelt, as the advertising chairman of Wisconsin Allied's 1955 spring convention to be held at the Schroeder Hotel on March 28, 29, and 30. Goldberg also announced arrangements with Mike Simons, MGM, have been completed for the company to meet the first day of the convention.

Minneapolis

Oren Williams will reopen the Audio, Colfax, Wis., on Feb. 26. . . . W. L. Diemert closed his Roxy, Steele, N. D. . . . C. J. Dressell, RKO branch manager, was hospitalized a second week for a checkup. . . . Recent out-of-town exhibitors on the Row were Paul Perizzo, Winnebago and Blue Earth, Minn.; J. L. Sparrow, New Rockford, N. D.; S. J. Brenny, Holdingford, Minn.; Al Smith, Winona and Rochester, Minn.

John Thompson, Columbia exploiteer, was in for "Ten Wanted Men" at the Orpheum. . . . M. A. Levy, 20th-Fox midwest district manager, was in St. Louis on routine business. . . . Alex Harrison, 20th-Fox western sales manager, was in. . . . John Norgang, operator, New Lake, Rib Lake, Wis., is vacationing in Mexico.

Pat Delton, district manager's secretary, 20th-Fox, was home ill for over two weeks. . . . CinemaScope equipment has been installed in the Sherburn, Sherburn, Minn., according to George Ehlers, manager. . . . "Nicky" Goldhammer, AA western sales manager, and Roy Brewer, in charge of exchange operations for AA, were in. . . . Laverne Boerner, secretary, Independent Film Service, vacationed at Wichita, Kans., for a week. . . . Sub-zero temperatures put a damper on loop box office grosses.

Several suits brought by the major film companies against Guy A. Troyer, Carter S. Troyer, and Otis K. Engen, operators, Lyric, Rugby, N. D., growing out of the alleged filing of false admission reports, were dismissed by Judge Charles J. Vogel in federal district court, Fargo, N. D. The judge's dismissal order came after attorneys for the contending parties filed stipulations in the case. The suits originally were filed in 1952 when the film companies charged that the Lyric ownership had defrauded them in reporting "fraudulent and intentionally false gross admissions." At the same time, the theatre owners counterclaimed, asking $9,000 damages for being deprived of early-run pictures.

Dan Carriere has installed CinemaScope equipment in his Star, Drayton, N. D. . . . Hy Chapman, branch manager, Columbia, is vacationing in Florida. . . . Manny Gottlieb, U-I district manager, was in for conferences with branch manager LeRoy Miller. . . . Peter Bloom, former assistant, Riviera, St. Paul, Minn., is now stationed in Tokyo, Japan, with the army QMC. . . . R. B. Shepard, manager, Star-Lite drive-in, Fargo, N. D., has joined the A. W. Crary Agency as special representative. He will resume his association with the drive-in in the spring.

Anoka, Anoka, Minn., donated proceeds of a midnight show to the March of Dimes campaign. . . . Don Jahns, manager, Hartford, Hartford, Wis., resigned to take a managerial position with Paramount Theatres, Phoenix, Ariz. . . . Larry Buck has closed his Cokato, Cokato, Minn. . . . Willmar, Willmar, Minn., held a special benefit for the Minnesota UNESCO fund. . . . Prairie, Dickinson, N. D., sponsored a community one-act play contest Feb. 19-20.

Dean Duly is the new manager, Molo, Moulton, Iowa, replacing Robert Gray, Des Moines. Theatre is being operated under a cooperative arrangement with the Moulton chamber of commerce. . . . Dickinson, N. D., crippled children were invited guests of the Grand, Dickinson, at a showing of "Julius Caesar." Town merchants are cooperating with B. J. Buus, manager, who has reopened the Legion, Humboldt, S. D. The theatre, which closed last summer, will be operated on a weekend basis.

G-B-D International Releasing Corporation announced that "Mr. Hulot's Holiday" is now available in this area through Independent Film Distributors of Minneapolis.

Portland

Martin M. Foster, Guild, accompanied by Harry Glickman, All-Star Attractions, left via Pan American Airlines for a three-week stay in Honolulu. Glickman will seek show talent. . . . Phil Polsky, Amphitheatre, Super 99 drive-in operator, announced that his outdoor theatres will open soon. A CinemaScope screen, reportedly one of the largest in the Northwest, was installed in the Amphitheatre. It measures 118 feet long by 46 feet high. A similar screen, 18 feet narrower, was installed in the Super 99 last fall. A stereophonic sound system was also installed at the Amphitheatre by the Modern Theatre Supply Co.

St. Louis

Hall Walsh, Southern Prairie district manager, Warners, was in. . . . Bill Hechenkamp, booker for Paramount, became the father of his third son when Geoffrey Scott checked into Christian Hospital. . . . George Phillips, partner in Realart Pictures, was in New York visiting various distributors of pictures handled in this territory by his company. His partner, Herman Gorelick, headed for Chicago for a meeting of the American Releasing Corporation at the Blackstone Hotel.

Ben Fish, Los Angeles, special representative of Samuel Goldwyn Productions, Inc., was a visitor. . . . Howard Spiess, the new booker-buyer, Midwest Theatres, controlled by Phil Smith of Boston, will book and buy for the circuit's theatres in St. Louis, Kansas City, and Indianapolis. He formerly was with Cooperative Theatres, an independent booking-buying office in Cleveland.

Funeral services for Julian Anthony, veteran member Motion Picture Operators Local 143, IATSE, were conducted at the Bauman Brothers Funeral Home. In recent years he had been employed by the Fanchon and Marco-St. Louis Amusement Company.

Jack Kane, head, Concordia Pictures has taken office space with the Andy Dietz Enterprises. . . . Mike Nash, who started in the picture show business in the early 1900's is seriously ill at St. Luke's Hospital. His son, Harry Nash, operates the Ritz, California, Mo. . . . Jimmy Arthur, general counsel, Fanchon and Marco, St. Louis Amusement Company circuit, has returned from New York City where he attended the meeting of the Film Industry's joint committee to combat Toll TV. . . . Russell Bovim, division manager, Loew's, Inc. Theatres, will again be chairman of the St. Louis Theatres Easter Seal campaign of the St. Louis Society for Crippled Children. The St. Louis Theatres Committee operates through the Missouri-Illinois Theatre Owners, an affiliate of TOA.

Out-of-towners along Film Row included: Paul Beck, Ziegler, Ill.; Carter Smalley, Van Buren, Mo.; Tom Bloomer, Belleville, Ill.; Charley Beninati, Carlyle, Ill.; Herman Tanner, Vandalia, Ill.; Mrs. Ora Redford, Auburn, Ill.; Paul Stehman, Winchester, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Eddie Clark, Metropolis, Ill., and J. F. Janssen, Findlay, Ill. . . . Additional wide screen and CinemaScope installations in the St. Louis territory include: A wide screen and CinemaScope equipment for the Clark, Barry, Ill. Installation of 14 by 38 foot screen and CinemaScope projection facilities completed at the Esquire, East St. Louis, Ill. The theatre was redecorated, the seats were reupholstered and new curtains and stage lights were added. . . . The Gem, Villa Grove, Ill., owned by George Barber, is being kept dark each Tuesday.

A bill that permits one-man operation of the projection room of local motion picture theatres was passed by the Board of Aldermen at its regular weekly session, Feb. 4. It is anticipated that Mayor Raymond F. Tucker will sign the measure at a very early date. An existing city ordinance passed in the 1930's requires that two operators be on duty on each shift when more than one projector is being used. The bill passed was agreeable to both the officers and members of Local No. 143 of the Moving Picture Machine Operators Union, an affiliate of the IATSE, and the owners of the motion picture theatres operating in the city. Several months ago the union and theatres owners agreed on a new wage scale and working agreements that provide for one-man operation in a number of the smaller theatres of St. Louis and St. Louis County immediately while some other theatres will also go to one-man operation on September 1, 1955. This new contract, which runs for five years, provides that the deluxe first run houses will continue to employ two union projectionists. The new agreement also provided for a retirement fund for the projectionists with the theatres paying five per cent of the worker's wages into the retirement fund, the details of which are presently being worked out by representatives of the union and the theatre owners.

In McClure, Ill., the 350-seat State, owned by Mr. and Mrs. J. D. Stewart, Cape Girardeau, Mo., was closed for an indefinite period. . . . In Mound City, Ill., Jesse H. Bizzel, Jr., closed his 400-seat City, for an indefinite period. Bizzel plans to continue operation of the Rex, Dongola. . . . It is reported in local film circles that the Southway, which has been dark for many months, may soon be reopened by new lessees. The 600-seat theatre had been under lease to the Fred Wehrenberg Circuit, Inc. . . . In Neoga, Ill., Mr. and Mrs. Kermit Bushur, managers of the Neoga, admitted all Neoga Boy Scouts, from Cubs to Eagles, free so they could see "The Scoutmaster," as guests of the management.

In Greenfield, Ill., the fear that it would become necessary to close the Lyric, 428 seater, because of poor business was averted at a recent meeting of a group of local business men with the officers and directors of the theatre company. Plans were perfected under which the theatre will continue in operation. Earl Dawson has been reelected president of the theatre company; Byron Hill, Jr., vice president; Frank Greer, secretary, and Dr. O. J. Bott, treasurer. Greer also is manager of the theatre. . . . The finishing touches are being made to the second side of the Wehrenberg circuit's South Twin Drive-In, just off the Lemay Ferry Road at the Buckley road in the southeastern part of St Louis county. One side of the twin drive-in has been in operation since Nov. 18, 1954, using in-a-car heaters for the winter months. With the two sides in operation the drive-in will have accommodations for more than 1,000 cars.

South St. Louisians are being offered limited free rides on the South Broadway park-ride express bus route that operates between the Broadway Drive-In and the downtown business district.

San Antonio

Keith Corneilson has been named manager, Arts, operated on Friday through Monday by the Southern Theatres Company. . . . Rex Allen is in the city to make a series of guest appearances at the San Antonio livestock show and Rodeo at the Bexar Colosseum from Feb. 18 through Feb. 27. . . . Virginia Grey has been named to replace Anna Maria Alberghetti in the forthcoming "San Antonio de Bexar" which is to be filmed in west Texas starting within the next few months. The film, a historical one, is being made by Republic and when completed will be given its world premiere showing here in the city.

Two burros from Laredo, Tex., are going Hollywood. Screen actress Grace Kelly wanted to give Clark Gable a burro on his birthday. She asked Paramount studios to help her. Paramount in turn got in touch with George Spence, Laredo theatre executive. He in turn contacted a local importer of burros. Then the president of Paramount, Barney Balaban, decided he wanted a burro, so another one was selected and shipped to Hollywood.

San Francisco

R. M. Savini, president, Astor Pictures Corporation and Sam Sobel, head, Tower Pictures Company, San Francisco, completed a distribution agreement, whereby Tower Pictures Company will handle and distribute all Astor product exclusively in the San Francisco territory. Sobel has spent 20 years in the distribution end of the motion picture industry, and started by owning the state right company known as All Star Features Distributors. He gave up this business when he purchased the PRC Pictures franchise which then changed to Eagle Lion Films. This Eagle Lion Films franchise was then sold to the parent company when they decided to own their own exchanges nationally. Sobel then joined the northern California office of the Hollywood Advertising Company as manager and remained with them for three years, at which time he left to go into the independent distribution business once again. On March 1, 1954, he took over the Tower Pictures Company. Upon completion of the Astor distribution agreement, Sobel immediately closed a deal with the Fox West Coast Theatre Circuit to play Astor's "The Sleeping Tiger."

Seattle

Jack J. Engerman, president, Northwest Releasing Corporation, completed negotiations with Fred Stein, Los Angeles, producer's representative for "The Garden of Eden," for its distribution in the Seattle and Portland territories. NR has increased its handling of "Karamoja" territory to include Des Moines and Omaha as well as Portland, Seattle, Denver, and Salt Lake City. . . . Barney Rose, division manager, visited the U-I exchange.

Glen Haviland, 20th-Fox western Washington salesman, who was recently elected president of the Colosseum, left for Chicago and will complete Colosseum negotiations. . . . Lou Pressler, general manager, United Theatres, returned from Los Angeles. . . . Eve Ordell, 20th-Fox, is on a week's vacation. . . . Joe Rosenfield, president, Favorite Theatres, Inc., is spending two weeks in Hawaii.

Film Row visitors included Jr. Mercy, Yakima, Wash., and Glen Spencer, Proter and Tacoma, Wash.

NEWS OF THE Territory

Boston Crosstown

His Excellency, Archbishop Cushing appeared before the group of 150 Grand Knights and members of the Knights of Columbus recently and complimented them on their positive action by establishing the Catholic Film Distribution Plan of the Knights of Columbus in the State of Massachusetts to maintain clean programs. The Archbishop cautioned the Grand Knights and district deputies to present a positive, rather than a negative approach to their effort in raising the standard of better and cleaner motion pictures. He maintained that theatre men in the most part are sound business men who truly respond to and cooperate with every worth while community activity. Therefore, the action the Knights of Columbus are taking should be far-reaching in its effect.

Joseph Sadur, manager, Olympia, Chelsea, Mass., took top honors in the New England Theatres, Inc., managerial drive which was recently completed after a three-month campaign. Called the "Profit and Prestige" drive, cash awards were given to the winners. Others receiving prizes in the exciting contest were James Davis, Paramount, Lynn; Larry Burke, Capitol, Pittsfield; Morris Sims, Olympia, New Bedford, all in Mass.; and Francis Gooch, Temple, Houlton, Me.; Mrs. Marjorie LeTarte, Paramount, Fort Fairfield, Me.; and James Darby, Paramount, New Haven, Conn. The judges were Martin J. Mullin, president of the circuit, and the district managers Hy Fine, Robert Sternburg, Harry Browning, Chester Stoddard, and the head buyer and booker, Jerry Govan.

Stanley Sumner, who has been managing director, University, Cambridge, Mass., since October, 1926, has given up the active management. He has not announced his future plans. Sumner is a co-owner of the theatre with Lindsay Hooper. Nick Lavidor, new managing director, University, has resigned from the E. M. Loew Theatres, where he was a district manager. For several years, Lavidor operated the Center, Boston, for the E. M. Loew interests.

The Lexington, Lexington, Mass., is under agreement to Ernest Warren for a long term lease starting March 1. In taking over this theatre, Warren, who also operates the Paramount, Needham, Mass., and the Strand, Canton, Mass., will put in CinemaScope equipment with full stereophonic sound. He is considering changing the name of the house to the Minute Man or the Lex. He will remodel the front and redecorate the inside. This 490-seat house, the only theatre in the town, was for years operated by the late William Viano and later by members of his family. At one time, Stanley Eilenberg handled the theatre but closed it last spring.



Seated recently in a sports car outside the Paramount, Boston, were James Connolly, northeast division manager, 20th-Fox, and Hy Fine, district manager, New England Theatres, Inc., at wheel, as part of the promotion for the New England premiere of 20th-Fox's "The Racers."

The automatic telephone answering service has been installed in four theatres in this area, starting with the University, Cambridge, Mass., when managing director Stanley Sumner became the pioneer in this type of service. Other theatres which have installed the unit from the New England Telephone Company are the Norwood, Norwood, Mass.; Embassy, Waltham, Mass.; and the Paramount, Needham, Mass.

Additional contracts for the use of the advertising medium Goodwill Award by Roy E. Heffner Company have been signed by Arthur Viano, Teele Square, Somerville, Mass., and his Regent, Arlington, Mass., with all four of his theatres now using this plan; Louis Richmond, Uptown, Lynn, Mass.; Melvin Safner, Bijou, Woonsocket, Mass.; the Lafayette, Central Falls, R. I.; and American Theatres Corporation for the Marlboro, Marlboro, Mass.

An appeal to Williams College students to support their local theatre, Cal King's Walden, Williamstown, Mass., was sounded in a Williams Record editorial, decrying the tendency for students to jump into cars or thumb rides to nearby North Adams or Pittsfield to see films slightly earlier. "The trend away from the Walden to nearby towns and cities, said Bill Quillen in his editorial, "is a dangerous one if it is not checked in the near future. It is not inconceivable that Williams men and Williamstown residents will awake some dreary morning to find that the old reliable theatre on Spring Street has shut its doors permanently. It is difficult to imagine college without the Walden, the only social life that exists in this God's country of ours. The advantages of waiting a week or two to see a movie far outnumber the disadvantages. If Williams men would make an effort to support Cal King's presentations, it would be a fitting tribute to a civic minded gentleman who has always gone out of his way to bring Williamstown the finest motion picture entertainment. Cal King is the type of theatre owner who always accepts advice on what shows and short subjects he should present. He has been more than generous to Williams students and he deserves our wholehearted support."

Marie Bruno, Empire, Manchester, N. H., was hospitalized for a routine checkup. . . . Charles Wilcox, Orleans, Orleans, Mass., was in Massachusetts Memorial Hospital for a checkup. . . . David Zerinsky, Plaza, Derry, N. H., is home from the hospital after a minor operation. . . . Doris Mollica, Opera House, Lebanon, N. H., is planning her vacation to take in the exhibition games of her favorite baseball team, the Boston Red Sox, at Sarasota, Fla., early in March.

Mr. and Mrs. Samuel Feldman, Capitol, Winchenden, Mass., announced the arrival of their first son and second child, Bernard Shawn Feldman, by attractive and unusual cards sent to their industry friends. . . . Flames scorched the Champ, Spencer, Mass., owned by Al Davis, when a fire broke out in a store in the same block. The theatre was closed at the time.

Joe Longo, RKO tub thumper, is hitting Connecticut, western Massachusetts, Rhode Island, and New Hampshire for the campaign on the Jane Russell film, "Underwater," which will play the Keith Memorial. . . . The People's, Maynard, Mass., operated by Burt Coughlan, took advantage of the school vacation week by opening the theatre at 5:45 p. m. and 8:15 p. m. each day of the week. The theatre is on a weekend policy ordinarily. The People's is using three changes appealing to the youngsters.

Smith Management Company has taken a long term lease on a drive-in in Hartford, Conn., which is now under construction by A. J. Bronstein and Associates. The theatre will accommodate 2,000 cars when it is ready for a late spring opening. This drive-in marks the second new one under the Smith banner for the 1955 season. William Riseman Associates, Boston, is building a huge ozoner in Jersey City, N. J., for the company.

The Francis O'Neils, Barre, Vt., are receiving congratulations on the birth of their second son and third child. Father is the manager, Paramount, Barre, for New England Theatres, Inc. O'Neil, by the way, is being transferred from the Paramount, Barre, to the Paramount, Rutland, Vt. His post in Barre is to be taken by William Murphy, formerly at the Allyn, Hartford, Conn. Harry Browning is the district manager for the circuit.

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BOSTON 16, MASSACHUSETTS

Arthur Howard, president, Affiliated Theatres Corporation, spent three days in New York with Irving Dollinger discussing the plans for the new federation to negotiate allocations with the distributors. When the deal is completed there will be a full announcement. . . . Phil Berler, head booker, E. M. Loew Circuit, and Mrs. Berler are on their way back from a long vacation spent in California and Honolulu. Lawrence Laskey, a partner with E. M. Loew, is vacationing in Florida with Mrs. Lasky and their two small daughters.

A daily visitor at the New England Sportsmens Show was Ken Forkey, who owns the Park, Worcester, Mass., which is managed by William Brown. Forkey, who now lives in Laconia, N. H., is the New England representative for six manufacturers of boats, with his headquarters in Laconia.

Three New England exhibitors took in the Allied drive-in convention in St. Louis, Edward Lider, Yamins Theatres, Walter Littlefield, and Henry Gaudet.

Louis Chiarmonte, head, Merchandising Displays, Inc., who is an amateur painter, is planning an exhibit of his water colors for a public showing at a gallery to be announced. . . . Joseph Levine, president, Embassy Pictures Corporation, took his exploitation head, George Kraska, to New York with him for a business trip.

William C. Purcell has given up the lease on the Embassy, Fall River, Mass., and has taken over the lease on the Metropolitan, Providence, R. I., from the Snider Circuit. The Embassy, a Yamins theatre, is now being handled by Norman Francoeur, who also operates the Island, Portsmouth, R. I., for the Yamins interests. He is the lessee of both houses. . . . Al Swerdlove, New England distributor for "Long John Silver," gave a cocktail party to introduce actor Rodney Taylor to the Boston press. Al Longo, Phil Knapp, and Jack Saef were in charge of the arrangements for the affair which was held at the Sheraton Plaza Hotel.

L. Traster and Sons, Inc., Boston, has installed their newly designed electrically heated 10-gallon insulated stainless steel coffee thermos tanks at five drive-ins of Smith Management Company, the Saddle River, N. J.; the Livingston, N. J.; the Rutherford, N. J.; the Natick, Mass.; and the Kirkwood, Mo., drive-ins.

John Bolduc and his son, Royal, owners and operators, Lisbon Drive-In, Lewiston, Me., brought their manager, Joseph Donohue, into the district to discuss plans for the reopening with their buyer and booker, Joseph Cohen. . . . At an address on the theatre at John Hancock Hall by John Mason Brown, well known writer, lecturer, and critic, he emphasized two current motion pictures and urged the audience not to miss them. One was "Romeo And Juliet," now playing the Beacon Hill, and the other was the Japanese film, "Gate Of Hell," which is booked for an early date at the Exeter Street.



Ray McNamara, Allyn, Hartford, Conn., far left, recently hosted Rodney Taylor, featured player in DCA's "Long John Silver," second from right, on his recent promotion visit. Looking on are Clair Perrault, Statler Hotel, Hartford, orchestra director, and Frank P. Morse, the hotel's general manager. The film had its eastern premiere at the Allyn.

Eliminations announced by the Bureau of Sunday Censorship included "One Summer of Happiness," parts 1 to 10 (Deletions: eliminate dialogue, "Heavy falls judgment on the seducer," in part 1; scene showing stoning of Vicar's car, in part 2; eliminate scene showing Goran and Kerstin swimming, in part 9; eliminate dialogue, "Heavy will it fall over the seducer," in part 10; eliminate words "Damn," "Damned," and "Hell," in parts 1,2,5,7, and 9.) Hub Film.

New Haven

Crosstown

Patrick J. Goode, president, Elm City Broadcasting Company, which operates WNHC-TV-AM-FM, has been chosen the 20th recipient of the New Haven Advertising Club's annual Gold Medal Award for outstanding community service. Goode managed the Poli Theatrical Enterprises real estate holdings from 1920 till 1934, then obtained a license to operate New Haven's first radio station. Michael H. Wren is chairman, Ad Club committee, and among the members are Harry F. Shaw, division manager, Loew Poli New England Theatres, and Lou Brown, publicity director.

Roger Sherman had a sneak Hollywood preview . . . The Lincoln had special preview of a British film. . . . The New Haven B'nai B'rith held its first annual Brotherhood giant kiddie show at the Roger Sherman with tickets being obtained from 12 cooperating firms. . . . Whalley, Whitney, and Westville started a new dinnerware set. . . . Carlson Spear was the guest speaker of the Grace-New Haven Hospital Alumni Association at the Educational Building of the Hospital.

Hamden campaign chairman for the March of Dimes announced that $266.51 had been collected in three Hamden, Conn., theatres, $128.35 at the Whitney; $77.21 at the Dixwell; and $60.95 at the Strand. Mrs. Clare Sanderson, chairman in charge of theatre collections, was assisted by volunteers. . . . Parent-Teacher Association of the Sheriden Jr. High School sponsored its annual party at the Westville. Mrs. Maxwell Chadys, ways and means chairman, was in charge, with Miss Mary Beecher and Miss Allene Cummings as co-chairmen.

Guy A. C. Michael, assistant manager, Post Drive-In, East Haven, Conn., was installed as president, Trumbull Fellowcraft Club, recently. . . . Australian film star Rod Taylor, in the area for bally of "Long John Silver," received quite a news spread on his question an answer meeting with the North Haven Rotary Civic Theatre group. This was one of the stops when Taylor was in town for his publicity jaunt for the film booked for Jim Darby's Paramount.

Meadow Street

Enthusiastic, hard-working Irving R. Mendelson, United Artists branch manager and chairman, Will Rogers Drive-In, reported that he was pleased to see the returns on this campaign exceeded last year's drive. Mendelson is also distributor chairman, Brotherhood Week. Harry Feinstein, Stanley Warner Theatres, is exhibitor chairman for Connecticut. A kickoff rally for Brotherhood Week was held at the Roger Sherman and was well attended by branch folk and theatre people. Speakers included Dr. James M. Eagan and David Hyatt, national vice-president and labor management director respectively, National Conference of Christians and Jews. Charles Benham is supervisor of the Connecticut district office in Hartford. Members of the press, radio, TV were also invited. Contact was made with the Junior Chamber of Commerce in an effort to get assistance in business establishments, etc.

United Artists and others were working on bookings for the Army film, "This Is Your Army." The campaign for this film at the Empress, South Norwalk, Conn., was commendable. The Norwalk Hour and the U. S. Army Recruiting Service invited all teenagers to a showing of the film at a special student price of 50 cents. Coupon was printed in the newspaper and was to be presented at theatre with name and address. Parade and exhibit in the lobby were among the angles set for opening day.

Condolences were in order to Henry Bruning, UA office manager, on the recent loss of his dad. . . . Herb Mendelson, brother of Irv Mendelson, is production manager of the radio Colgate show and assistant director of the Republic movie, "Timberjack." . . . When the Italian movie, "Bread, Love and Dreams," played the Ville, Waterville, Conn., Bob Schwartz worked out a deal with Raymond Bakery for display cards ballyhooing film and Sunbeam Bread. Radio spots were also used for the tie-up. . . . Strand, Hartford, Conn., and Palace, New Britain, Conn., had sneak previews. . . . On Washington's birthday, theatres throughout the state planned on special kiddies' shows.

More and more drive-in personnel are beginning to visit Meadow Street buying, booking, and making arrangements for outdoor reopenings. . . . Joe De Francesco, Cheshire, and Mrs. have left for

Florida. Ditto for Fred Dandio and Frank Ponzi. . . . In town were Glenn Norris, 20th-Fox executive from New York; Jim Connolly, 20th-Fox division manager from Boston; and Columbia's Harry Rogovin. . . . Walt Silverman, Columbia branch manager, was back from vacation. . . . Phyllis Pinto, Republic, was out ill. . . . Mike Tomasino, former White Way exhibitor, was around the exchanges renewing some old acquaintances.

Ed Fitzgerald, formerly of the New Haven Paramount branch, was recently transferred from the Warners exchange in Dallas to the new Orleans branch for the same concern. . . . Fred Quatrano, Lido, Waterbury, Conn., has been a surgical patient at St. Mary's Hospital, Waterbury. . . . Kieran and Sloane Markets, Norwalk, Conn., tied up with the Norwalk, Norwalk, for "20,000 Leagues Under the Sea" and gave children's passes, one with each purchase of $10 or more of groceries. The arrangement resulted in mutual benefits.

"Rod" Taylor, star of DCA's "Long John Silver," stopped off in Waterbury, Conn., for a nice campaign tie-up for Bob Carney at Loew's Poli. He was on radio station WATR; WBRY, two shows; Kiwanis Club luncheon; three high school dramatic club quiz and answer meeting at Crosby High; and merchant tie-up. Taylor was also scheduled for personal appearances elsewhere in New England.

Carroll, Waterbury, Conn., had a Valentine matinee for kiddies. . . . Warner and Merritt, Bridgeport, Conn., received quite a nice spread when Rod Taylor visited that city for "Long John Silver" promotion. . . . Ville, Waterville, Conn., started a new ovenware deal. . . . The Manchester Police Aid Association had its 28th annual concert at the State, Manchester, Conn., and Pat Rooney, Jr., was master of ceremonies of vaudeville show. . . . A salute to Abraham Lincoln was made by the Palace, Capitol, and Middlesex in a special advertisement in the Middletown Press. . . . The Danbury Area Council of Churches is planning for a sunrise service on Easter Sunday at the Danbury Drive-In. Colombo Melillo is general chairman.

Circuits
Loew Poli

Dave Kaufman, artist, went to Vermont for some skiing as part of his vacation. . . . Publicity director Lou Brown went to Detroit to give a talk in the MGM Workshop. . . . Division manager Harry F. Shaw was in Bridgeport and Hartford, Conn., and publicity director Lou Brown was in Hartford and Norwich, Conn. Charles Fellerman, MGM publicity, New York, was in Hartford with Shaw and Brown, to arrange for personal appearance of Clarence Bull, MGM dean of photography. . . . Abe Bernstein was in Hartford, Conn., to assist with "Black Tuesday" campaign. . . . Poli manager Morris Rosenthal worked on angles for Elm City appearance of a baby elephant in conjunction with "Jupiter's Darling."



This is another in the series of reduced price showings for students for "Cinerama." Boston, when a fleet of busses brought in children from schools in Waltham, Mass.

Connecticut
Hartford

Word was received here from Tampa, Fla., of retirement from the industry after 33 years by Walter B. Lloyd. Lloyd, stepping down as Tampa city manager for Florida State Theatres, Inc., after six years, did not disclose future plans. He was with the Rivoli, New York, from 1922 to 1924, going later with the B & K Theatres, Chicago; Olympia, Miami, Fla.; Publix district manager in the middle west; then Publix district manager in New England, then managing director, Allyn, Hartford, from 1934 to 1949, when he went to Tampa.

New Connecticut corporations filing certificates of incorporation with the Secretary of State's office here include One Hundred Ninety-Nine Picture Corporation, Stamford; authorized capital, $100,000; commencing business, $1,000; 1,000 shares, par $100; incorporators, Dorothy Jaccarino, Adriana Caminati, Pauline Zimmerman, all of New York. Strand Theatre Corporation, Stamford; authorized capital, $50,000 in 500 shares, par $100; commencing business, $1,000; incorporators, Frank C. Vuno, George Dimenstein, Florence M. Muench, all of Stamford. Latter are owners, Strand, Stamford, long-dark film house, which has been leased to legitimate theatre backers for a year of stage performances, opening within a month.

Raymond Massey was invited to speak at the annual communion breakfast held by men of the Episcopal Archdeaconry of Hartford on Washington's Birthday. . . . Ed Maloney, son of the late Art Maloney, for many years manager, State, was in from Houston to attend first get-together of the class of 1934, Bulkeley High School. Young Maloney is merchandising manager for a Houston department store. . . . Carl Munday has resigned as assistant manager, Stanley Warner Strand.

Art Moger, Warners exploitation man, came through the territory with Elroy "Crazylegs" Hirsch, in conjunction with "Unchained." . . . Phil Knapp and Abe Sinow, DCA's exploitation department, escorted Rodney Taylor, "Long John Silver" featured player, on a tour of newspaper offices, etc. Actor met local opinion-makers at a Statler Hotel dinner hosted by DCA and Ray McNamara.

Abe Bernstein, UA, was in for several days ahead of "Black Tuesday." . . . Mrs. Fred Greenway, wife of Loew's Poli Palace manager, trained out to Chicago and Las Vegas to visit relatives. . . . Bob Maurello, Star, playing 20 cartoons on a recent Saturday, billed the show as "CartoonaScope—20 Cartoons in CinemaScope!"

A decision of the Glastonbury Zoning Board of Appeals that the building inspector had erred in refusing to grant a building permit for an outdoor theatre in Glastonbury, Conn., has been appealed to Common Pleas Court. The action, returnable on first Tuesday of March, is brought by Walter B. Dostman and Sigmund Herman, Glastonbury, through their attorney, Morris S. Falk, East Hartford. Jack Leitao, East Hartford businessman, had sought a building permit to construct a drive-in and was denied the permit by the building inspector. Through attorney Walter F. Foley, Glastonbury, the building inspector's action was appealed to the Zoning Board of Appeals. The Appeals Board held a public hearing and later ruled that the building inspector erred in failing to grant the permit, thus paving the way for construction of the facility. Dostman and Herman were among opponents of the theatre. The writ, served against Robert E. Goodrich, chairman of the Appeals Board, and Leitao, claims that the Appeals Board acted "illegally, arbitrarily and in abuse of the discretion



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	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$.60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
	BOXOFFICE STATEMENTS:		
	. . . Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad	.25	
	. . . Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad	.25	
	PROGRAM AND RUNNING TIME SCHEDULES:		
	. . . For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad	.25	
	BOOKKEEPING SYSTEM—Book:		
	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustroted folder	1.60	
	BUSINESS ANALYSIS SPREADSHEETS:		
	. . . Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets	.50	
	PAYROLL FORMS:		
	. . . Weekly far regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
	EMPLOYE EARNINGS RECORD CARDS:		
	. . . Annual card for each emplaye (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards	.35	
	PETTY CASH CONTROL SYSTEM:		
	. . . Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad	.25	
	. . . Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50	.60	
	SERVICE MANUALS FOR TRAINING:		
	. . . Separote sectians on regular and drive-in employes (3x6 in.) Item Na. 8 in illustrated folder. Each	.10	
	TOTAL REMITTANCE to cover this ORDER→		

Direct ORDER to: MOTION PICTURE EXHIBITOR, 246-48 N. CLARION ST., PHILADELPHIA 7, PENNA. CASH, CHECK or MONEY ORDER in the proper amount, should accompany all orders

Theatre Name.

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vested in it" in finding the building inspector in error.

Irving and David Jacobson, Jason Theatrical Enterprises, operating the Bristol, Bristol; Palace, Torrington; and Gem, Willimantic, all in Conn., came up with the phrase, "Disney-Rama!" for all Disney program, consisting of cartoons, featurettes, and novelties. Children's admission was 25 cents.

New Britain

Peter G. Perakos, Sr., president, and John Perakos, district manager, Perakos Theatre Associates, left on a Caribbean cruise. . . . George LeWitt was reported planning to erect a drive-in theatre at Berlin, Conn., with owners of the proposed site filing a rezoning application with the Berlin Zoning Commission.

Stratford

The Town Planning and Zoning Board has turned down drive-in applications filed by Albert M. Pickus, owner, Stratford, and national vice-president, TOA, and James Sniffen, local resident. A town ordinance, dating back to 1950, prohibits construction of a theatre without four walls and a roof.

Massachusetts

Fitchburg

A masked gunman held up the Saxon, but in fleeing from police dropped the loot, his gun, his gabardine coat, and his hat.

Worcester

A new drive-in will open at Lunenburg, Mass., this spring, according to the town office. A license to operate the spot has been taken out in the name of Edwin Sedeli.

Rhode Island

Providence

Joseph Jarvis, owner-manager, Gilbert Stuart, is receiving congratulations on the birth of a second son. . . . Elroy Hirsch, football star and actor, was a recent visitor in town. Unheralded, Hirsch was the guest of Willard Mathews, manager, Majestic, and made several informal appearances. . . . WJAR-TV, local video station, will soon premiere a new "live" show, once weekly, which should prove advantageous to local exhibitors. The format of the telecast will be based on local activities in the entertainment field.

The long-shuttered Metropolitan recently reopened for a showing of "Gangbusters." With the largest seating capacity of any theatre in the city, the Met used this to explain their low prices. Current scale is opening to one p. m., all seats 25 cents; one to five p. m., 35 cents; five p. m. to closing, 50 cents. Children are admitted for 20 cents at all times.

Joe Jarvis, Gilbert Stuart owner-manager, states that he is receiving scores of letters and telephone calls complimenting him on his refusal to present double-feature programs unless both ends of the bill are "A" pictures.



The long gray line of West Point cadets recently paraded down Central Park West and Broadway to see a screening



of Columbia's "The Long Gray Line," Capitol, while on the right are the opening night crowds.

NEWS OF THE Territory

New York City

Crosstown

The offices of Eskin Enterprises are now located at 501 Fifth Avenue. . . . Booker Jack Gelber, Interboro, is on vacation. . . . Secretary Mildred Goldberg, Interboro, celebrated a birthday.

A daughter was born to Mrs. Lige Brien, wife of United Artists' director of special events, in the Harkness Pavillion of the Presbyterian Medical Center. The child is their third.

Robert F. Blumofe, UA vice-president in charge of west coast operations, returned here from Europe following an eight-week survey of the company's overseas production. After conferring with UA home office executives, Blumofe flew to Hollywood.

Gordon Scott, the latest actor to play "Tarzan" on the screen, arrived from Hollywood to begin the national promotion campaign for his first film, RKO's "Tarzan's Hidden Jungle." Scott was booked for press meetings with every wire service, in addition to interviews with the trade press, newspapers, and magazines, and personal appearances on national TV and radio programs.

Plans to bring MGM's Ticket Selling Workshop here in the immediate future as part of an AMPA luncheon are going forward with Mike Simons and MGM executives, it was learned from David A. Bader, AMPA president.

Emily Lindgren, Newbury Circuit, is enjoying a two weeks vacation. . . . Lucian Feldman, Liberty, Bernardsville, N. Y., is now settled in a new home in West Orange, N. J. . . . Congratulations are in order for Irving Dollinger on his recent election as treasurer of National Allied. . . . Harry Lowenstein, owner, Court, Newark, N. J., is recuperating from an operation. . . . The Capitol, Patterson, N. J., was recently closed. . . . Sid Klein, Island Theatre Circuit, celebrated a birthday, as did his secretary, Sonny Robbins.

E. Z. Walters, comptroller, Altec Companies, arrived from Beverly Hills, Calif., offices, for a series of conferences with headquarters' officials. . . . Marty Wolf, assistant sales manager, Altec Service Corporation, left Mountainside Hospital, Montclair, N. J., and is recuperating at his home in East Orange, N. J., following surgery.

Mervin Houser left for Hollywood following a month at the RKO home office during which time he set up the national and New York campaign for "Underwater." Houser, who is executive assistant to Perry Lieber, RKO's national director of publicity and exploitation, came here directly from Silver Springs, Fla., where the world premiere of the film was held.

Robert Taylor left by plane for London to begin work in "Quentin Durwood," to be produced for MGM at the company's British studio at Herts, just outside of London. . . . John Ericson, who appears at MGM's "Bad Day At Black Rock," arrived on publicity in connection with the picture at the Rivoli.



At a reception held by members of the Travelers Aid Society, sponsors of the recent world premiere, "Cinerama Holiday," Warner, New York City, producer Louis de Rochemont and S. H. Fabian, Stanley Warner president, were presented with scrolls of appreciation by the Society, bracketing 50 years of Travelers Aid and Cinerama's approach to travel. From left to right are Commissioner of Public Events Richard Patterson; Governor Dwinell of New Hampshire; de Rochemont; Edward E. Watts, Jr., president, Travelers Aid, and Fabian.

Jesse T. Mills, vice-president and controller, Loew's, Inc., returned from his first visit to the Culver City, Calif., studios. . . . Dorothy, the baby elephant of MGM's "Jupiter's Darling," Radio City Music Hall, arrived from the coast and will be seen with trainers on TV and also make a round of the newspapers during her sojourn here.

With the signing of a contract between Smalley Theatres, Inc., Cooperstown, N. Y., and Altec Service Corporation, Altec has announced that the nine theatres comprising the upstate chain are now under company service. Consummated with Mrs. Hazel S. Smalley, president, by Marty Wolf, Altec assistant sales manager, and J. A. Darrow, company field engineer, the contract provides for Altec service in Smalley's, Delhi, N. Y.; Smalley's, Dolgeville, N. Y.; Smalley's, Stamford, N. Y.; and Smalley's, Walton, N. Y. Other theatres of the circuit presently receiving Altec service are Smalley's, Johnstown, N. Y.; Smalley's, Norwich, N. Y.; Smalley's, Sidney, N. Y.; Smalley's, Cooperstown, N. Y.; and Smalley's, Fort Plain, N. Y. Altec field engineers from the company's northeastern division office in Albany will cover the nine houses, two of which in Cooperstown and Fort Plain, have installed stereophonic equipment.

Herman Temple is filling in as 20th-Fox art director during the vacation of Victor Sedlow.

Walter Branson, world-wide sales manager, RKO, and Robert S. Wolff, managing director, United Kingdom, left for Hollywood to hold conferences at the RKO Studio with J. R. Grainger, president, RKO Radio Pictures, Inc.

Darryl Zanuck left for a quick trip to London, where he will confer with Sir Alexander Korda and Anatole Litvak on "Deep Blue Sea," which they are putting into production for 20th-Fox. He will also finalize with Andre Hakim the filming plans for "The Man Who Never Was." He will be joined in London by Spyros Skouras, and they will proceed together to Munich to see a rough cut of "The Oasis," the first CinemaScope production to be filmed in the French and German languages.

The Motion Picture Bookers Club changed the date of their annual theatre party to April 21, according to an an-







Broadway crowds at the premiere of "Cinerama Holiday," the second Cinerama production, are shown on the left at the Warner, New York City; S. H. Fabian, president, Stanley Warner Corporation, Mrs. Fabian, and Samuel Rosen, executive vice-president, Stanley Warner; and Hazard Reeves, president, Cinerama, Inc., and developer of Cinerama sound, with his wife, behind whom may be seen Bill Leonard, popular CBS radio and TV commentator.

nouncement of Max Fried, chairman. The show is "The Desperate Hours" at the Ethel Barrymore theatre.

Eugene Pleshette, managing director, Brooklyn, N. Y., Paramount, has completed arrangements for one of the biggest promotions in the history of the house. He tied in with the Mrs. America Contest, on all levels, of this nationwide promotion. Working with the Brooklyn Union Gas Company, local sponsors of the contest, Pleshette has started the ball rolling by giving a $400 range away to the woman patron who most clearly identifies the "ideal Mrs. America." Entrants in the Mrs. Brooklyn Paramount Contest, win or lose, are eligible to compete in the Mrs. Brooklyn or Mrs. Queens contests. These borough contests culminate in the Battle of the Boroughs and the New York State finals, which will be held on the stage of the theatre with the competition televised from the stage. Winners receive a $400 range, a $1,200 kitchen, and a free trip to Florida accompanied by her husband. All of this is to be done without cost to the theatre. The local sponsor has its own TV show which ties the theatre in with all its contest promotion. In addition, the Brooklyn Eagle, the Long Island Press, Grand Union Stores, and Better Living Magazine all are tied in with the promotion, with accompanying publicity always crediting the theatre. The Brooklyn Chamber of Commerce also has pledged its support to the Brooklyn candidate, with appropriate cooperation from local merchants. "The total impact of this promotion," says Pleshette, "has untold benefits to the theatre in publicity and community relations."

Mori Krushen, UA exploitation manager, left for Miami, Jacksonville and St. Petersburg to confer with circuit heads, exhibitors, UA branch staffs and field men on top-gear campaigns that will feature heavy pre-selling via TV, radio, newspapers and merchant support exploiting national advertised co-ops on UA spring releases.

Myron Josephson, MGM's special service department, became the proud father of a second girl, Robin, born in Crown Heights Hospital, Brooklyn.

James A. Johnson, executive vice-president, Walt Disney Music Company, arrived from the coast to make arrangements for the recordings of the songs from "Lady and the Tramp," Walt Disney's forthcoming full-length cartoon in CinemaScope.

Jack Cutting, Walt Disney Studio production executive, left for Europe to make arrangements for dubbing for exhibition overseas of "20,000 Leagues Under the Sea," and the forthcoming full-length CinemaScope cartoon, "Lady and the Tramp."

Cinema Lodge of B'nai B'rith presented a special audience participation program and panel discussion on the subject, "Are We At War With the Teenager?" at its meeting at the Hotel Sheraton Astor. Dr. Daniel Raylesberg, who directs the activities of the B'nai B'rith youth organizations in this area, serves as moderator.

Margaret Back, executive secretary to the president, Transfilm, married Peter Schlenker, former treasurer. . . . Kerry Smith, Transfilm's publicity department, announced her engagement to Dick Stukas, Harold Oram public relations firm. They will be married in Italy in July.

Spyros P. Skouras, president, Twentieth Century Fox, has accepted the chairmanship of the Greater New York Red Cross Motion Picture Committee for the March 1955 Campaign for Members and Funds of that organization. Skouras will head the solicitation of individuals, firms and corporations in all branches of the city's motion picture industries for Red Cross support. He is planning a meeting of executives of the industry and related fields, including theatres and circuits, producers and distributors, and equipment and service firms to enlist their aid in obtaining contributions toward the work of Red Cross for the Armed Services here and abroad, its collection of blood for civilian ill and injured, and its disaster relief and preparedness program. The city-wide goal of the campaign is $5,730,000.



Spyros S. Skouras, right, New York area exhibitor chairman, Brotherhood Week, recently received the first theatre promotion kits for the inter-faith effort from Francis M. Winikus, advertising and publicity chairman for the drive, Feb. 20-28.

Skouras' Ward, Bronx, held a special musical tribute to Irving Berlin recently in conjunction with his showing of "There's No Business Like Show Business." A 50-piece national champion band from the Elliott Rose Accordion Studios was featured in the tiein.

New Jersey

Newark

Sympathy is extended by the entire Stanley Warner organization to J. Daniels, manager, Stanley, Jersey City, N. J., and his family on the untimely passing of his daughter, who has been ill for the past three years.

A luncheon was tendered to Robert Deitch and Jack Springer on their resignation from the Stanley Warner Jersey zone. Deitch, who until recently was director of advertising and exploitation, resigned to join the Eastern Drive-In Management Corporation here. Springer, until recently district manager, has no definite plans as yet. Executives from the local office attended, and both men were presented with gifts. . . . Margaret Brewster and Irene Smith, Stanley Warner Jersey office, celebrated birthdays this month.

New York State

Albany

Receipts from the New York state motion picture tax amounted to $342,000 during the first 10 months of the 1954-55 fiscal year, it was reported by Governor Averell Harriman in his annual message to the State Legislature. Governor Harriman estimated the receipts for the full year as $400,000, and commented that "This is referred to as a tax for the convience of classi-

(Continued on next page)

EYEING THE Exchanges

UNITED ARTISTS — Head booker Tony Agoglia celebrated his 39th birthday. Sandra Davis celebrated her birthday and was formally engaged to David Wilosny. . . . Dorothy Muldowney is a new contract clerk. . . . Rachel Yahia's boy friend graduated from City College with an accounting degree.

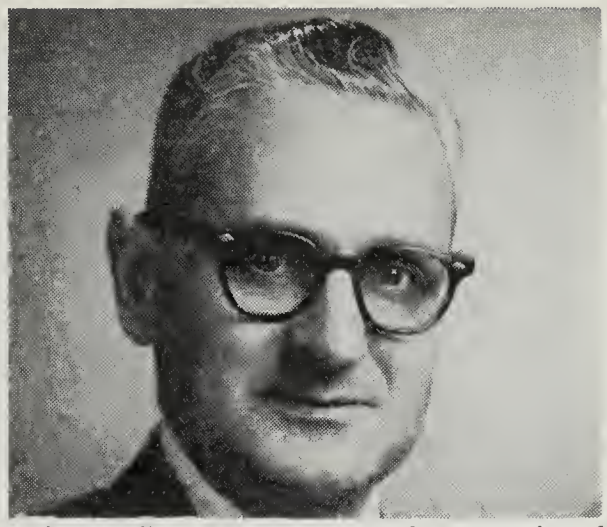
RKO — Sales manager Herman Silverman's daughter celebrated her 16th birthday. . . . Bud Giles is manager of the St. Clere basketball team of the C.Y.L. League. They recently won the Queens' championship. . . . Secretary Sadie Barnett is to undergo an operation and will be away for an indefinite period of time. . . . Richard Kohn is the new typist-clerk.

ALLIED ARTISTS — Hank Feinstein's daughter celebrated her first birthday. . . . Norman Benchik celebrated her sixth wedding anniversary. . . . Margo McGregor recently became an aunt for the second time.

U-I — Salesman Fred Mayer is back from a vacation. . . . Dick Feinstein will be married on April 17 to Gladys Brownstein, MGM. . . . Albert Quaedvlieg is hospitalized but is expected to be back shortly.

20TH-FOX — Mary Lopez is home ill. . . . Anne Jones has returned after a severe cold. . . . Bess Goldstein Allen was feted at a dinner in celebration of her 25th wedding anniversary. The girls presented her with a silver serving tray. . . . Officers of the Fox Family Club are president, Seymour Cohen; vice-president, Moe Kurtz; treasurer, Leo Lubin; secretary, Bess Allen. They were elected at a recent meeting of the organization.

RAMBLIN' 'ROUND — Harry Garfman, business agent, Local 306. is vacationing in Florida with his family. . . . Film examiner Ben Krakower, Favorite, mourned the death of his brother. . . . Head booker Anne Plisco, Republic. is on a South American cruise. . . . Columbia's John Wenisch celebrated a birthday. . . . At Paramount, assistant shipper George Kirchner was due to enter the hospital for a gallbladder operation. He will be away from four to six weeks and will be replaced by John Schaub. . . . Vacationing in Florida are Rose Deutsch, Walter Reade Theatres; Ruth Lowenthal, Eastern Drive-In Theatres; and Jack Gelber, Interboro Circuit. . . . The father of Lou Solkoff, Lyric, Newark. N. J., has died. . . . Recently in New York were Realart distributors Fred Meyers, Memphis; Harold Schwartz, Dallas; and Jack Zide, Detroit. . . . Cy Seymour, Strand, North Terrytown, N. Y., has had a heart attack and will be laid up for an indefinite period of time. His many friends wish him a speedy recovery.



Edgar Goth was recently appointed director of advertising and publicity for the 40 Stanley Warner Theatres in the Newark, N. J., zone.

Albany

(Continued from preceding page)

fications; actually it is a license fee on films exhibited in the state." During the 1953-54 fiscal year, the tax produced $405,000 in revenue.

Mrs. Vicki Grygiel, Universal-International office worker, again displayed her fine singing voice in "Of Thee I Sing," presented by the Cathedral Alumni Association. . . . Irwin Ullman, Fabian Theatres winter exploitationist and summer manager, Mohawk and Saratoga Drive-Ins, was photographed by The Times-Union presenting a certificate to the woman chairman of Gideon Lodge, B'nai B'rith auxiliary, for the organization's achievement in collecting $1,500 for the March of Dimes. Ullman arranged the theatre end of the drive, which Alan V. Iselin, Auto-Vision, East Greenbush, N. Y., operator, headed, and which Norman Weitman, U-I manager, directed on Film Row. Incidentally, Mara Corday, U-I starlet, hypoed the drive during a visit to the exchange here recently to ballyhoo "So This Is Paris" at the Strand. She spent more than an hour in the branch office, posing for pictures with staff members and giving autographs.



Theatre personalities present at the recent showing of Columbia's "On The Waterfront," Fabian, Hoboken, N. J., where footage of the film was shot, were, left to right, Robert Deitch, Stanley Warner Theatres' advertising and publicity director, who recently resigned to join the Eastern Management Drive-In Corporation, Newark, N. J.; Budd Schulberg, author of the film; John Stanek, manager; Elia Kazan, director; and John McKenna, executive film buyer, Stanley Warner Theatres.

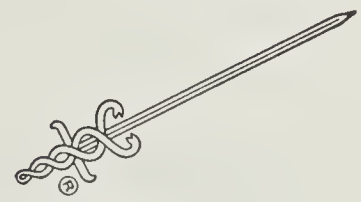
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4. Any change in a wart or mole.
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7. Any change in normal bowel habits.

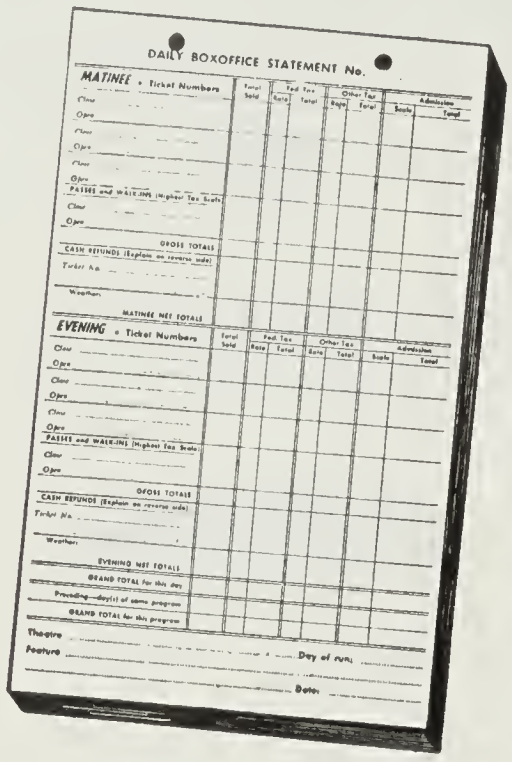
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6. SPACES FOR HOURLY TOTALS
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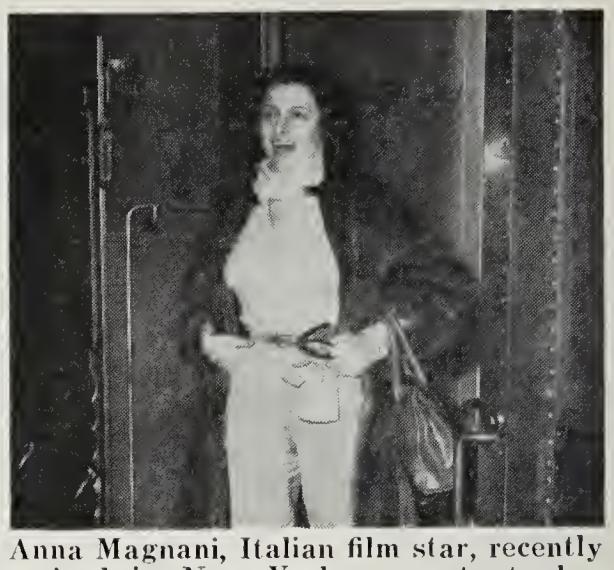
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Harold Hecht, right, president, Hecht-Lancaster Productions, recently landed at Idlewild Airport, New York City, with Mrs. Hecht and producer James Hill after a tour of Europe to scout locations for "Trapeze," forthcoming UA release.



Anna Magnani, Italian film star, recently arrived in New York en route to her native country following completion of her role in Hal Wallis "'The Rose Tattoo" for Paramonnt. It is her first picture to be made in America.

Edward Gruskin TV Films, Ltd., was formed to do business in New York. Capital stock is 200 shares, no par value.

Reverberations from the exhibition of the Marciano-Charles fight picture at Sylvan Leff's Town, Watertown, N. Y., and its parallel showing at Schine's Avon, that city, were heard in a Supreme Court action instituted here by Leff against United Artists Corporation for breach of contract and against Schine Service Corporation for alleged illegal and improper interference with Leff's right as exclusive first-run licensee. He asked damages of $10,163.35 from UA. He demanded equal damages against Schine Service Corporation, plus "exemplary and punitive damages," because Schine defendant "caused, suffered, and permitted" the unlicensed exhibition of the film at the Avon, and did so "with malice and intent to injure the plaintiff." The call for exemplary damages might mean the set figure would be trebled. Leff claimed that he suffered "great financial loss" and "great loss of reputation and prestige" by reason of Avon's infringement on his sole, exclusive first-run license. Leff charged that United Artists did nothing to prevent exhibition of the fight picture at Avon, despite the fact he notified the distributor of the license infringement. Lewis A. Sumberg, represents Leff. Bookstein and Zubres, also of this city,



Recent opening night crowds at the Trans-Lux Normandie, New York City, to see MGM's "Camille," starring Greta Garbo and Robert Taylor. MGM is studying the attendance figures and also the one in Miami, Fla., and finds that the star is as popular as she was when the picture was first released in 1936.

appeared for UA after the complaint had been served on the Secretary of State as designated agent for the foreign corporation. UA was given an extension of time to file an answer.

The second "King and Queen for a Day" dinner honoring a branch manager and his top woman aide threw the spotlight on Raymond Smith and Mrs. Carrie Rodgers, Warners. Seated at the head table with Chief Barker George H. Schenck, former Chief Barker Leo Rosen, now manager, Schine-owned radio station WPTR; and Bill Hickok, a recent part-time addition to WPTR staff, Smith and Mrs. Rodgers spoke briefly. Smith presented Mrs. Rodgers with a string necklace, "in a Warner envelope," he commented with a smile. A shorts screening was held. Introduced and making brief talks were Don Gilson, who operates drive-ins at Canton, Massena, and Alexandria Bay, and an indoor house in Alexandria Bay; Tony Scalise, a partner in the Alexandria Bay Enterprises; and Hickok, zany disc jockey and quipster. Others present included Jim Evans, Harry Aranove, Jimmy Moore, and Harry LaVine, Warners; Ralph Ripps and Arthur Horn, MGM; Norman Jackter, Columbia; Norman Weitman, Universal-International; Alan V. Iselin, Auto-Vision, East Greenbush, N. Y.; attorney Lewis A. Sumberg, Variety Club property master; and Leonard Berns, camera store proprietor.

Moving to Niskayuna, near Schenectady, N. Y., were Mr. and Mrs. Norman Jackter and family. The Columbia manager said his new home was a pleasant one, 16 miles from Albany. His eight-year-old daughter entered a Schenectady primary school, and a five-year-old son will do so in September. Another branch manager living a distance from Albany is Dan Houlihan, Paramount. He and Mrs. Houlihan reside on a farm at Schoharie, N. Y.

Buffalo

Lester B. Isaac, general manager in charge of Cinerama exhibition, announced the assignment of Paul Swater as managing director, Teck, opening with "This Is Cinerama" on March 16. Swater has been acting as managing director, Melba, Dallas.

NEWS OF THE

Territory

Philadelphia

Crosstown

The anti-trust case of the Sablosky Amusement Company, Norristown, Pa., vs. 20th-Fox, Paramount, RKO, Warners, Columbia, U-I, and MGM continued in U. S. District Court before a jury. The case followed the usual pattern of such cases, according to word from counsel in the proceedings. One novel feature, however, was the showing of colored motion pictures of Norristown, Pa., in the court-room in an effort to prove the theatre situation there comparable with downtown Philadelphia, 30 days after which Norris is seeking a run and demanding $5,7755,000 in treble damages.

Arthur J. Kerns, 45, with William Goldman Theatres for 11 years and with Stanley Warner houses before that time, died last fortnight. He was manager, Randolph, at the time. He was a vice-president, American Legion Post 713, Variety Club; and is survived by his wife and two sons.

Vine Street

William Tuttle, make-up director at MGM studios, was in for a series of TV, radio appearances, and interviews pertaining to MGM's "Motion Picture Theatre Celebration."

Moe Verbin, Charles Stiefel Theatres, is recuperating at home after surgery.

Mrs. Belle Wiener, wife of Columbia division manager Harry Wiener, was convalescing at home following an operation at Albert Einstein Medical Center, Northern Division. . . . Nate Milgram held open house at the new home of his DeLuxe Premiums and DeLuxe Booking and Buying Service at 1237 Vine Street. He is happy to have his son, Al, just out of the armed services, join in with him in the business. About 200 Vine Streeters helped celebrate the affair. Incidentally, DeLuxe is now handling the buying and booking for the Florence, Florence, N. J.

Meyer Adelman, New Jersey Messenger Service, has been on the sick list. . . . Tri-State Buying and Booking Service is now handling the Hazleton Drive-In, Hazleton, Pa., for Celeste Rossi, Jr.

Jack Jaslow reports he succeeded in getting Times' "The Game Of Love" passed by the Pennsylvania State Board of Motion Picture Censors with only a few eliminations. He feels that it was a great victory, since it prevented going into court over the matter of the at one time rejected film.

Norman Silverman, branch manager, and the booker and salesmen at Republic are getting set for an April sales drive; while at Warners, Charles Beilan and his crew are preparing for Norman Moray's 25th anniversary drive.

Charles Stiefel Dies; Was Pioneer Showman

PHILADELPHIA — Charles Stiefel, 65, partner in Stiefel and Blumberg Theatres, 1237 Vine Street, died suddenly last fortnight in the Bellevue-Stratford Hotel.

One of the better liked members of the local film fraternity, and a veteran exhibitor, Stiefel had been on Vine Street the day of his death; had gone to the clubrooms of Variety Club, Tent 13, and feeling ill asked that a room be obtained for him with a call left at the desk for seven p. m. Unable to arouse him at that hour, the bell captain of the hotel located Mickey Lewis, National Theatre Supply Company, and property master of the Club, and Stiefel's partner, Sol Blumberg, in the clubrooms. They called a doctor and police and the unconscious Stiefel was taken to Hahnemann Hospital, where he was pronounced dead upon arrival.

Stiefel is survived by his wife, who has been ill for a considerable time, a married daughter, and two sons, one of whom just returned from service with the Armed Forces in Korea. He was a member of VC Tent 13.

District of Columbia

Washington

STANLEY WARNER: Harry Lohmeyer, district manager; Ray Burch, manager, Tivoli; and Claude Land, manager, Silver, flew to Richmond to attend the MGM Ticket Selling Workshop meeting at the Jefferson Hotel. . . . Hariot Stem, publicity, Cinerama, has been out ill with flu all week. . . . Fred McMillan, managing director, Cinerama, and Mark Evans, WTOP personality, attended the world premiere of "Cinerama Holiday" in New York. . . . Elroy "Crazylegs" Hirsh was in town, in connection with his Warners' release, "Unchained." Frank LaFalce was in New York on business. . . . William Dutton, doorman, Silver, returned to work.

VARIETY CLUB—The membership committee has approved the following men for associate membership, Emanuel Cohen, treasurer, Giant Food Department Stores, and Harry M. Meyerson, builder. The committee has also approved Raymond Forman, office manager, U-I, for regular membership. . . . The welfare committee under the chairmanship of Morton Gerber met in the club rooms. . . . The board of governors met in the executive room of the Willard Hotel. . . . The entertainment committee under the chairmanship of Hirsh de LaViez had a gala Valentine party. . . . Joe Gins has transferred to the Variety Club of New England, Tent 23, and Michael Siegel has transferred to the Baltimore Variety Club, Tent 10. . . . The ways and means committee, under the co-chairmanship of Frank M. Boucher, Phil Isaacs, and Jack Fruchtman, has been meeting to discuss plans for fund-raising projects in 1955.

— T. C.



Richard Eagan, right, was in Philadelphia recently in advance of RKO's "Underwater!" and is seen here on Steve Allyson's radio program with the popular WPEN commentator looking over some stills and press matter from the picture, which played the Goldman.

Did You Know the DEBORAH SANITARIUM and HOSPITAL is now in its 33rd year?

33 years of free, non-sectarian service to the tubercular poor! And, Deborah has now begun to offer care and treatment to heart and cancer victims.

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The new board of governors of Baltimore Variety Club, Tent 19, were recently sworn in and are seen here in their first photo as a body. Front row, left to right, are Frank Durkee, Jack Whittle, Wilbert Brizendine, and Richard Dubine. Back row, left to right, are Barry Goldman, Pete Prince, Leon Black, Stanley Baker, Rodney Collier, Meyer Leventhal and Oscar Kantor.

Delaware

Wilmington

Edgar J. Doob, manager, Loew's Aldine, got publicity on WDEL-TV for MGM's "Jupiter's Darling" with films of a visit to the Alfred I. duPont Institute, Nemours Foundation, by the baby elephant appearing in the picture. Arrangements for the elephant's visit to entertain the children at the institute were made by Doob with Marie L. DesBarres, administratrix for Dr. A. R. Shands, Jr., medical director. . . . Hal Marshall, 20th-Fox exploiteer, assisted with an expanded radio-newspaper ad campaign for "The Racers," Rialto.

—H. L. S.

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Theatre Installations and Maintenance

Maryland

Baltimore

In Annapolis, Md., chairman Sidney R. Traub, Maryland State Board of Motion Picture Censors, declared that the normal quality of recent motion pictures, especially foreign films, has touched "a pretty low ebb." Traub was scheduled to appear before the House Judiciary Committee considering a bill revising the state's film censor statute. Although the bill eliminates some categories under which the board could disapprove a picture, it retains the board's powers to censor pictures that are obscene or "tend, in the judgment of the board, to debase or corrupt morals or incite to crimes." Chairman Traub said, before the hearing, that he and the board "stand 100 percent behind the bill. I have no desire to get into any controversy over what they have dropped from the law. It is our purpose to keep salacious movies out of Maryland. Lately, we have had some of the most morally corrupt pictures before the board that I have ever seen."

An amendment exempting newsreels from motion picture censorship has been passed by the House of Delegates by a two-vote margin. The bill now goes to the Senate. Delegate Jerome Robinson stated that a continuation of censorship of newsreels amounts to "an abridgement of the freedom of the press under the First Amendement in the Constitution." He said the only argument advanced for the continuation was that it would cost the Maryland State Board of Motion Picture Censors $10,000 annually in revenues. "We don't sell constitutional guarantees in Maryland for $10,000," he declared. "Let us not, for a paltry $10,000, bargain away a principle that has come down to us through the years." Sidney Lust, Washington exhibitor, came over for the hearing.

Wesley John Jenkins has joined the managerial staff of the Mayfair. . . . Jimmy Gladfelter, who moved from the Cinema to the Playhouse, has been succeeded at the former by Johnny Williams, who was manager, General Pulkasi Highway Drive-In. . . . Louis Sieber, president, Motion Picture Operators Local 181, is confined to his home through illness.

Frank "Ham" Durkee, Jr., and Sam Temple, both of Durkee Enterprises, attended the National Allied drive-in convention at St. Louis. . . . Roy Knight, Stanley Warner sound engineer, was in town on business. . . . The daughter of Jack Sidney, Century manager, celebrated her eighth birthday.

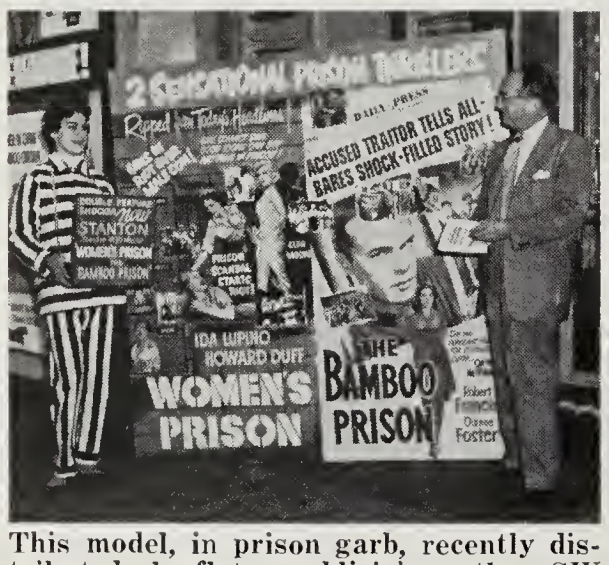
TheBoard of Directors of the Allied Motion Picture Theatre Owners of Maryland adopted a resolution "that the AMPTO of Maryland go on record requesting its members to contribute to the Joint Committee on Toll-TV, an amount equal to last year's dues to COMPO."

Johnny Dunne, projectionist at the Censor Board, is vacationing in Florida.

—G. B.

Easton

MGM's "Hit the Deck" is having its premiere here at the Avalon on Feb. 25 because the adviser for the production is a resident of this area. The Wilmington, Del., Journal-Every Evening carried a special dispatch noting that



This model, in prison garb, recently distributed leaflets publicizing the SW Stanton, Philadelphia, double prison show, Columbia's "Women's Prison" and Columbia's "Bamboo Prison." She is seen with theatre manager Al Plough.



Manager Rodney Collier, SW Stanley, Baltimore, Md., recently greeted Elroy "Crazy Legs" Hirsch, right, as the ex-football star, now featured in Warners' "Unchained," arrived for a round of press, radio, and TV appearances.

the Easton, Md., premiere was requested by Mrs. William A. Tucker, Bozman, Md., the former Mrs. Vincent Youmans. The late Youmans wrote the musical in 1928. Proceeds from the showing will benefit the Musical Therapy Fund, which provides musical equipment used at Eastern Shore State Hospital, Cambridge, Md. A top MGM official, in to discuss the premiere with a committee of local citizens who will direct ticket sales for the benefit, said the premiere of a top-flight picture such as "Hit The Deck" is "highly unusual" in a town the size of Easton. "MGM is doing it," he said, "at Mrs. Tucker's request, as a mark of appreciation for her assistance during production." Anne Miller, MGM star who appears in the film will appear in person at the Avalon in conjunction with a benefit for the Music Therapy Fund.

Leonardtown

Dorothy Mattingly, concession aide, New, has returned from a trip to Florida. . . . Mrs. Dorothy Michael is a new concession aide at the Park, Lexington Park. Her husband is a marine on duty overseas. Another new aide there is Shirley Tarleton. . . . "The Mountain Folks' Jamboree" and "Hill Billy Wedding," songs by MOTION PICTUR5 EXHIBITOR area correspondent George Morgan Knight, Jr., are now being plugged on radio and TV by a songwriters' club in the southern Maryland, Virginia, and West Virginia areas. . . . Billy Anonson, Park, has been successful in organizing a Youth Club at St. John's Catholic Church, Hollywood, Md., and is now trying to do the same thing at Lexington Park.

New Jersey

Camden

Bill Whyte, Star, sold his home in Sarasota, Fla., and now resides with his family in Pennsauken, N. J.

Pennsylvania

Allentown

Six film companies have started suit in Northampton County Court against William D. Beck, Berlinsville, Pa., owner of a drive-in there, whom they accuse of falsifying reports on percentage engagements of product. Plaintiffs are U-I, 20th-Fox, Loew's, Inc., RKO, Paramount, and Warners. The companies contend that Beck's reports of admission were false, showing less than he actually received, and as a result they received fees substantially less than were due. The amounts they should have gotten are unknown to them, the plaintiffs say, so they ask that Beck be compelled to account for his receipts. They also ask that the court order a judgement against him for any sums due to them, and that he be ordered to pay punitive damages.

Franklin M. Snyder, 52, projectionist, Colonial, since 1930, died at his home. He had been ill since August. He is survived by his mother, his wife, a son, a brother, and a grandson. . . . A deed of conveyance transferring ownership of the Towne from Mr. and Mrs. Paul H. Greaser to Albert A. Moffa and wife was placed on record at Lehigh County Court House. Moffa reopened the Towne last December after it had been closed for two years. He bought the 19th Street, which had been closed several months and reopened it in May, 1953. Recently, Moffa received a nice write up in in the Call-Chronicle in which he stated that the future of the cinema was the "brightest ever."



When John Ericson, star, MGM's "Bad Day At Black Rock" and his wife, Milly Conry, were in Washington, D. C., recently to discuss the 1955 Motion Picture Theatre Celebration, they visited the MGM local exchange, where they are seen, with, left to right, Herbert Bennin, branch manager; Doris Perry, Joan Riley, Rhoda Zell, Alice Reighley, Jeanette Richmond, Rose Furr, Lucille Ryon, Henry Adjello, Mrs. Ericson, Hazel McLeran, Jeanette Adams, Frances Potasnick, Grace Brannon, Ericson, Anna Ridgely, Margie Scott, Aaron Armentrout, Esther Blendman, Bill Tinsley, Edith Hislop, Catherine Murphy, Ernie Huyett, Dorothy Small, Rose Frank, Katherine Arnold, Ida Barezofsky, Margaret Dempkish, Hazel McCarthy, Jack Dean, and Paul Wall.

East Stroudsburg

Victor Austin, Grand, is in General Hospital. He would like to hear from his friends.

Gettysburg

William Lewis, Harold S. Eskin's Strand, is having success with a give-away each Wednesday night in cooperation with a local tailor shop. This is in the nature of a $25 gift certificate. He explains that this give-away appeals to men since in the Strand situation a great number of males are catered to due to an overwhelming majority of men at the college. However, if a lady should win, the certificate can be transferred to her husband, brother, or boy friend. Besides, the women's attendance has not been forgotten. In March, Lewis has a give-away set with a furniture store with a five-piece chrome dinette set. Both merchants are cooperating in newspaper ads plus buying trailers. . . . The hustling Lewis also had counter display and window space recently on "Six Bridges To Cross" in the local five and 10 cent store. He has also worked out other attention getting exploitation and ad campaigns.



George A. Crouch, zone manager, Stanley-Warner, Washington, recently presented Sidney Hoffman, manager, Metropolitan, with a $500 U. S. Savings Bond awarded for the best campaign on a United Artists' picture during the "Fabian's Fabulous Forty" drive. Soffman's campaign was on "The Adventures of Robinson Crusoe."

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Bearded Tyrone Power, star, Columbia's "The Long Gray Line" was honored recently in Washington for "distinguished service to the U. S. Savings Bond program." Seen, left to right, are Earl O. Shreve, national director, Treasury Department's savings bond division; Power; Randolph Burgess, Under Secretary of the Treasury for Monetary Affairs; and Paul N. Lazarus, vice-president, Columbia. Power appears in the Treasury Department short subject, "The Red, White and Blue Line." On the right, Power, star of Columbia's "The Long Gray Line," is seen, left to right, with General Jacob L. Devers, Mrs. Emmett O'Donnell, and Lieutenant General Emmett "Rosy" O'Donnell, while in Washington recently in connection with the premiere of Columbia's "The Long Gray Line," RKO Keith's.



Harrisburg

Harold Kay, 48, owner, Broad Street, died of a heart attack. He was a graduate of Harrisburg Technical High School and Dickinson College and took graduate work in economics at Harvard and the University of Pennsylvania. He was a World War II veteran and a member of Temple Beth El, Harrisburg Lodge of Elks, American Legion Post 27, and the Jewish War Veterans Post 97. Surviving are three brothers.

A bi-partisan bill introduced in the Senate calls for a statewide referendum on the question of legalizing horse race betting in Pennsylvania. The issue has been debated in the Legislature for years with nothing being done about it. Church forces long have opposed the legislation. Said Senator Anthony J. DiSilvestro one of the sponsors, "I'm sick and tired of hearing talk about this. Let's leave it up to the people." Meanwhile, the House received another bill, which would appropriate five million dollars for a three-man racing commission to establish three tracks, one each in eastern, central, and western Pennsylvania. Before pari-mutuel betting could be permitted, residents of the counties where tracks are located would have to approve in a referendum. Ten percent of the total betting plus breakage would be retained by the commission as the state tax.

nation for Berks County register of wills in the 1955 primary election.

Theatre managers here are interested in arguments coming out of Harrisburg over legalized betting at horse races through a law to be proposed this year in the state legislature. Reading has the largest racing fair in Pennsylvania, but high officials in the fair here are doubtful of prospects of the bill being enacted into law.

Manager J. Lester Stallman, Astor, used a display advertisement for "Country Girl," featuring the names of six stars and other names of nominees in the annual Academy Awards.

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Reading

Statements mailed to Reading Fair stockholders, in both corporations, owning and operating companies, show that the fair operated in the red last year. The operating company, loss $4,505.37, had $242,860.29 income and expenditures were $247,365.66. Salaries and wages took more than $70,000. Rain spoiled three of the fair's eight days in 1954, Wednesday, Thursday, and closing Sunday. The Reading Fair Company, owning corporation, has lent the operating company $100,318.44, according to the report.

Richard Luck, many years ago manager, old Capitol, now chief clerk, Berks County real estate tax assessment office, is a candidate for the Republican nomi-



Manager Bill Riding, Loew's Regent, recently used this rolling six-sheet to bally UA's "Vera Cruz" in Reading. The results were worth the effort.

Theatre managers here will welcome arrival of milder weather this month. December and January were tough on oil burner supplies and heating costs reached levels much above the average for those two months.

Managements of drive-ins in this locality will begin preparations next month for April openings. In some cases repairs and other work occasioned by the hurricane last fall, and not done at that time, must be handled before spring openings.

Variety Club
Tent 13, Philadelphia

"The Square Ring" was screened through the courtesy of Republic.



John Roach, manager, SW Stanley, Philadelphia, had newsboys distribute imprinted tabloids on the streets recently to bally U-I's "Six Bridges To Cross."

MOTION PICTURE
EXHIBITOR
SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; H. M. Miller, editor; Max Cades, business manager; George Nonamaker, Mel Konecoff, Al Erlick, associate editors.

SECTION TWO
VOL. 53 • No. 17

FEBRUARY 23, 1955

ALLIED ARTISTS

The Big Combo (5508)

MELODRAMA
89M.

ESTIMATE: Interesting meller has names and angles.

CAST: Cornel Wilde, Richard Conte, Brian Donlevy, Jean Wallace, Robert Middleton, Lee Van Cleef, Earl Holliman, Helen Walker, Jay Adler, John Hoyt, Ted De Corsia, Helene Stanton, Roy Gordon, Whit Bissell, Steve Mitchell. Produced by Sidney Harmon; directed by Joseph Lewis.

STORY: For several years, detective lieutenant Cornel Wilde has been out to get Richard Conte, head of a crime syndicate, who has been able to keep within the law. Wilde's superior, Captain Robert Middleton, has a tough time trying to explain the expenditures involved in Wilde's attempts to break Conte. Jean Wallace, attractive girl friend of Conte, has been tailed by detective Jay Adler, as well as protectively guarded by Conte's hoodlums, Lee Van Cleef and Earl Holliman. From former gangster Ted De Corsia he learns that Conte murdered the former head of the syndicate and took over. Conte's wife, Helen Walker, is located in a sanitarium where she has kept quiet about the murder for many years. When Conte's assistant, Brian Donlevy, tries to take over, he is killed by Van Cleef and Holliman. When Van Cleef and Holliman are forced to go into hiding, Conte tries to kill them with a bomb; but one is able to talk and swear out a statement charging Conte with murder. Conte tries to get away but Wilde, assisted by Wallace, whom he loves, are able to trap him until other police show up and drag him off for proper punishment.

X-RAY: There's a goodly amount of suspense and action to be found in this entry which has a number of angles that can be used in the selling and which should receive an assist marqueewise from the names of Wilde, Conte, and Donlevy. The story is interesting, the atmosphere properly intriguing, the cast is efficient, and the direction and production okeh. It should fit on the program with most meller fans being satisfied. The screen play was written by Philip Yordan.

AD LINES: "He Had A Way With Women And Money"; "A Determined Cop With A Job To Do Wrecks A Big-Time Crime Syndicate"; "Action . . . Suspense . . . Thrills . . . And Murder Are A Big Combo To Beat."

Murder Is My Beat (5510)

MYSTERY
77M.

ESTIMATE: For the lower half.

CAST: Paul Langton, Barbara Payton, Robert Shayne, Tracey Roberts, Roy Gordon, Selena Royle. Produced by Aubrey Wisberg; directed by Edgar G. Ulmer.

STORY: A man is found dead in his apartment, his face burned beyond recognition. The case is turned over to detective Paul Langton. Langton learns that an acquaintance of the murdered man, Barbara Payton, has fled. He locates her and she is convicted of the crime. Payton is sent by train to prison with Langton accompanying her. As the train passes a station, she sees the supposedly murdered man on the platform. Playing a hunch, they secretly leave the train. Langton discovers that Tracey Roberts, Payton's former roommate, is in town. Returning to his lodgings, Langton discovers Payton gone. Shortly thereafter, Langton's police partner, Robert Shayne, comes to arrest him. Langton pleads for 24 more hours to work on the case and Shayne agrees to help him. They locate Roy Gordon, the supposedly murdered man, who had fallen in love with Payton. The slain man was a private detective Gordon had hired to keep an eye on her, who had been slain by Gordon after threatening blackmail. Robert's body is found in her hotel room, she being slain by Gordon's wife in another blackmail try. Payton, who had given herself up, is freed and joins Langton, with marriage a certainty.

X-RAY: An average lower-half entry this has a fair story, a minimum of action, and an unimaginative plot. The cast is average, as is the direction and production. The screen play is by Aubrey Wisberg from a story by Aubrey Wisberg and Martin Field. The title is saleable and it can support on the lower half.

AD LINES: "A Thrilling Murder Mystery"; "Barbara Payton—Her Life At Stake And A Killer At Large"; "A Race Against Time . . . And The Electric Chair."

Tonight's The Night (5506)

COMEDY
88M.

(Made in Ireland)
(Color by Technicolor)

ESTIMATE: Good Irish comedy for the class and art spots.

CAST: David Niven, Yvonne De Carlo, Barry Fitzgerald, Robert Urquhart, George Cole, Eddie Byrne, A. E. Matthews, Noelle Middleton, Anthony Nicholls, Liam Redmond, Michael Shepley, Joseph Tomelty. Produced and directed by Mario Zampi.

STORY: A. E. Matthews, lineal owner of the Great House, the hunting estate, and the village at Rathbarney, South Ireland, and greatly beloved by all of his "subjects," dies at 83 after a ludicrous attempt to make his annual ride to the hounds. They all grieve his passing. Eventually, David Niven, Matthews' nephew, unaware that Matthews had made a death-bed will, arrives from England to take over the estate. He is disliked immediately by all as he proceeds to undo all of Matthews' good, including threatening the poachers

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4. ***IS IT CINEMASCOPE . . . VISTAVISION . . . SUPERSCOPE . . . etc.?***
5. ***ARE THERE ANY OTHER MECHANICAL PLUS-VALUES TO HELP THE GROSS?***

*AS USUAL! The most useful and "theatre-wise" services will always come from the theatreman's most serviceable weekly!

with jail; collecting taxes and rents long overdue, etc. Leader of the "hate brigade" is Barry Fitzgerald, Matthews' elderly servant. The only one with a kindly eye for Niven is Yvonne De Carlo, recently widowed member of the family, who has returned on a visit and sees in Niven a chance to grab from under the noses of doctor Robert Urquhart, his fiancee, Noelle Middleton. Comes traditional O'Leary Night, when the ghost of the first O'Leary, in the person of impersonator Urquhart, walks the halls of the Great House and bedlam breaks loose as all the plots of Fitzgeraldites are attempted and backfire. These include such gentle things as many attempts on Niven's life, a beheading plan, a dynamiting scheme, etc. At the height of all the confusion, Niven learns of the existence of a new will and tries to burn down the great house in revenge. The villagers and the others, however, as a volunteer fire company make short order; it is ruled that Niven has failed in the O'Leary traditions as he makes his getaway with De Carlo; and for a blackout, the real O'Leary ghost appears, smiling benignly as he walks through a wall.

X-RAY: Charming all the way with its authentic Irish settings and wit, this romp is one of the funniest imports in a long, long time with Barry Fitzgerald carrying off all honors, although Niven and all the others put him in fast acting company. The type casting is excellent, and the film should do well in the class and art spots. Elsewhere it is a question, but it does have names. When things get going there is one howl after another and laughs and interest never lag throughout the beautifully Technicolored film. There is one song, "My Heart Is Irish." The original story and screen play is by Jack Davies and Michael Pertwee.

AD LINES: "One Of The Funniest Pictures Of The Season"; "A Riotous Irish Comedy Hit"; "He's A Cad With Nine Lives—And He Needs Them All As Seven Merry Murderers And A Wild Widow Get On His Trail."

ASTOR

The Master Plan

MYSTERY MELODRAMA 77M.

(English-made)

ESTIMATE: Okeh programmer for duallers.

CAST: Wayne Morris, Tilda Thamar, Norman Wooland, Mary Mackenzie, Arnold Bekl, Marjorie Stewart, Laurie Main, Frederick Schrecker, Seymour Green, Lucienne Hill, Alan Tilvern, John Gabriel, Richard Marner. Produced by Charles A. Leeds; directed by Hugh Raker.

STORY: Secret information seems to be leaking out of headquarters of a combined military operation in Europe and outsider Wayne Morris is called in by security officer Norman Wooland, a former associate. He shows him the secret files after introducing him to secretary Mary Mackenzie and his fiancee, Tilda Thamar. When Wooland leaves on a trip, he asks Thamar to look after Morris. Morris passes out at a bar and recovers in the office of a doctor who forcibly gives him an injection. When Wooland returns, Mackenzie tells him something seems to be wrong with Morris. Wooland decides to investigate, listens to Morris answer the phone almost hypnotically and then sees him photograph secret papers. Confronted, Morris is ill and dazed. Wooland covers up for him with the general. Unguarded, Morris is target for a sniper through the window and wounded after placing the exposed microfilm in a cigarette lighter and leaving it in Mackenzie's desk. Wooland, with the general's approval, sets a trap for several suspected staffers with fiancee Thamar caught switching lighters.

X-RAY: This has a number of moments of suspense especially at the climax and enough intrigue to keep interest throughout the film. The cast is okeh as is the direction and production, and the entry should do well as part of the program. The original story is by Harold Bratt and has been adapted by Donald Bull with the screen play by Hugh Raker.

AD LINES: "Formerly Labeled 'Top Secret' The True Story Can Now Be Told For The First Time"; "They Were Experts At Getting Information"; "A Spy Story Loaded With Suspense And Intrigue."

COLUMBIA

New Orleans Uncensored (730)

MELODRAMA 76M.

ESTIMATE: Okeh programmer.

CAST: Arthur Franz, Beverly Garland, Helene Stanton, Michael Ansara, Stacy Harris, Mike Mazurki, William Henry, Michael Granger, Frankie Ray, Edwin Stafford Nelson, Ralph Dupas, Pete Herman, Judge Walter B. Hamlin, Al Chittenden. Produced by Sam Katzman; directed by William Castle.

STORY: Navy vet Arthur Franz finds a government surplus vessel to transport lumber up and down the Mississippi in a New Orleans junk yard. He intends to fix her, and at the same time tries to get a job on the waterfront to help with the payments. Through Helene Stanton, he gets a job on the pier run by Bill Henry and he becomes friendly with Henry, his wife, Beverly Garland, and Stacy Harris. He learns that Michael Ansara, a racketeer, is rapidly gaining control of the waterfront using all kinds of tactics and that Henry is forced to go along with him. When Henry wants to break with Ansara and go into business for himself, Ansara has him killed by Mike Mazurki. Suspicion points at Ansara but there is no proof. Franz gets a better job. Harris is suspected of talking too much and his death is engineered accidentally. Franz offers to help the authorities and legitimate union leaders and obtains evidence that Ansara and his mob are guilty of theft and murder, but not before Franz is wounded. He recuperates, and he and Garland plan to fix and work his boat together.

X-RAY: There's a goodly amount of action plus actual New Orleans and area footage which help out with the story and setting. Coupled with a fair story that holds interest pretty well, okeh performances, direction, and production, this is in the average program category. The screen play is by Orville H. Hampton and Lewis Meltzer, based on a story by Hampton.

AD LINES: "Filmed Where It Happened . . . In New Orleans"; "When Racketeers Take Over The New Orleans Waterfront Anything Can Happen"; "A Hard-Hitting Expose Of Waterfront Rackets."

IFE

Mademoiselle Gobette

FARCE 78M.

(Italian-made) (English titles)

ESTIMATE: Okeh import for art and specialty spots.

CAST: Silvana Pampanini, Aroldo Tieri, Luigi Pavese, Ave Ninchi, Eva Vanicsek, Carlo Dapporto, Aldo Bufi Landi, Franco Coop, Ernesto Calindri, Franco Pesce, Marilyn Buferd. Produced by Giuseppe Amato; directed by Pietro Germi.

STORY: In a small French town, entertainer Silvana Pampanini finds Tribunal Judge Arnoldo Tieri in her dressing room. Sent there to investigate Pampanini's scant costume, Tieri instead goes to her dwelling. In the morning, Tieri confesses his actions to Tribunal President Luigi Pavese. Pavese orders Pampanini out of town, but instead of leaving she invades his rooms clad only in a negligee. Pavese's wife is out of town and when Justice Minister Carlo Dapporto arrives, Pavese introduces Pampanini as the Mrs. Pampanini and Dapporto become very close, and when he returns to Paris arrangements are made for having Pavese stationed in the capital so that the minister will have easy access to Pampanini. She arrives but is followed by the real wife, Ave Ninchi. Pampanini is divested of her clothes and Dapporto, in search of a dress, orders Ninchi, who he has mistaken for the cleaning woman, to disrobe. Pavese arrives. Pampanini has fled and Ninchi is being attacked by Dapporto's former mistress. Order reigns when Dapporto invents a story that pleases everyone. Pavese gets a promotion and his wife back, Dapporto gets Pampanini, and peace is once again restored.

X-RAY: The film should have appeal to those who like their comedies spiced with continental sexiness and flavor. Slated for the art and specialty spots, it should have mild success. It is adequately handled in every respect. It is also possible to exploit the physical attributes of Pampanini and the spicy story for a wider audience attraction. Screen play is by Aldo De Benedetti, from a novel by Maurice Hennequin and Pierre Weber.

AD LINES: "A Naughty Dish Of Humor"; "A Rollicking Farce"; "Guaranteed To Tickle The Funny-bone."

MGM

The Glass Slipper (522)

MUSICAL FANTASY 94M.

(Eastman Color)

ESTIMATE: Entertaining entry.

CAST: Leslie Caron, Michael Wilding, Keenan Wynn, Estelle Winwood, Elsa Lanchester, Barry Jones, Amanda Blake, Lisa Daniels, Lurene Tuttle, Liliane Montevecchi and the Ballet de Paris. Directed by Charles Walters; produced by Edwin H. Knopf.

STORY: A long time ago in a small kingdom somewhere in Europe, Prince Michael Wilding returns in time for a festival and a ball. All of the invitees are preparing including Amanda Blake, Lisa Daniels, and their mother, Elsa Lanchester, while step-daughter Leslie Caron has no hopes of going. She is rejected by everyone in her ragged and cinder-covered dress. She seeks solace in a hiding place at the side of a peaceful pool where she meets old, queer, but friendly Estelle Winwood, who lives alone in the woods and who becomes her friend. She also meets Wilding and his friend, Keenan Wynn, and they become friendly with Wilding posing as the son of a cook in the palace. He gives her an invitation to the ball and teaches her to dance. A kiss sends her home full of dreams. After the others leave for the ball, Winwood arrives with a dress, a pair of glass slippers, and a carriage, warning her that she must leave at midnight. She is the hit of the ball and dances with Wilding until she

leaves. She loses a glass slipper. The next morning, Caron hears Wilding is to marry a princess and decides to run away, stopping at the pool. Here Wilding finds her, fits the missing slipper to her foot, and they ride off towards the palace to live happily ever after.

X-RAY: A wonderfully charming picturization of the famed story of Cinderella, this entry is entertaining all the way with much to offer both youngsters and oldsters. The settings are attractive and the cast, especially Caron, Wilding, and Winwood, are very fine in their roles, with the direction and production in the better category. On the order of the successful "Lili," this, too, is off-beat and an entertainment natural. The story is of course familiar and well-done with interest on high pretty much throughout. The ballet librettos, lyrics, and screen play are by Helen Deutsch, with the ballets by Roland Petit. Tunes heard include "Take My Love" and "Son Of The Cook."

AD LINES: "A Thrilling Screen Experience For Young And Old Alike"; "A Wonderful Romantic Tale Of Cinderella And Her Glass Slipper"; "An Entertainment Treat . . . A Delight To The Eye And The Ear."

20TH-FOX

White Feather—(503)

OUTDOOR MELODRAMA 102M.

(CinemaScope)
(Print in Technicolor)

ESTIMATE: Well-made Indian yarn.

CAST: Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz, Noah Beery, Virginia Leith, Emile Meyer, Hugh O'Brien, Milburn Stone. Executive producer Leonard Goldstein; produced by Robert L. Jacks; directed by Robert Webb.

STORY: Young surveyor Robert Wagner arrives in northern Wyoming in 1877 when the cavalry is trying to effect a peace with the various Indian tribes while gold-hungry prospectors await a chance to scour the streams and hills for gold. All of the tribes except the Cheyennes are agreeable to signing a treaty and move south. While out riding with storekeeper's daughter Virginia Leith, Wagner is surrounded by a small band of Cheyennes led by Jeffrey Hunter and Hugh O'Brien. His calm manner, fearless attitude, and a desire to be friends permits them to emerge unharmed. Hunter later rides to the fort with his sister, Debra Paget, and invites Wagner to visit him at the village. The visit leads to stronger friendship, a budding romance with Paget, and a meeting with the tribe chief, Eduard Franz. The latter agrees to sign the treaty, instructing Wagner to bring Colonel John Lund and the papers, but Hunter refuses to join in the submission. Paget comes to the fort to stay with Wagner which infuriates O'Brien so that he tries to kill him and is imprisoned. Hunter frees him. Franz signs the treaty, but Hunter and O'Brien challenge the entire cavalry. Under the eyes of the entire tribe and nervous young warriors, Hunter and O'Brien try to goad the soldiers into shooting, but tempers are held. O'Brien is killed by Franz, while Hunter is shot down by troopers after wounding one. Peace reigns and as the tribe starts to move south, Wagner and Paget go off by themselves to start life afresh as man and wife.

X-RAY: With the sweeping width of of CinemaScope to assist in the presentation and colorful settings, this entry contains an interest-holding yarn, good performances, better direction and production, and loads of action which should please the younger set as well as those adults who like this type of action entry. The story is slightly off-beat and presents more of the story from the Indian side. It comes off quite effectively. The screen play is by Delmer Daves and Leo Townsend, based on a story by John Prebble.

AD LINES: "A Bold Adventure Of Indians Who Refused To Bow To Their Conquerors"; "Action Aplenty As The Cheyennes Sweep Across The CinemaScope Screen Into Thrilling Adventure."

U-International

Captain Lightfoot (514)

MELODRAMA 91½M.

(Color by Technicolor)
(CinemaScope)
(Filmed in Ireland)

ESTIMATE: Interesting action meller.

CAST: Rock Hudson, Barbara Rush, Jeff Morrow, Kathleen Ryan, Finlay Currie, Denis O'Dea, Geoffrey Toone, Shay O'Gorman, Robert Bernal, Nigel Fitzgerald, Chris Casson, Kenneth MacDonald, James Devlin. Produced by Ross Hunter; directed by Douglas Sirk.

STORY: In 1815, Ireland seethed under British rule and everywhere groups formed to fight them underground while more daring men acted forcefully to aid the cause. Two of the latter, Rock Hudson and friend Shay O'Gorman, play highwaymen to get money for the cause, but the takings are slim so Hudson decides to hold up the area's tax collector and turns the proceeds over to the local society. He is recognized and forced to flee. He is aided by Jeff Morrow in a clergyman's costume, who later turns out to be one of the most famous rebels. He takes Hudson in hand and appoints him second in command after introducing him to Kathleen Ryan, his fiancee, and his daughter, Barbara Rush. Part of Morrow's funds come from a gambling establishment overseen by Ryan. Morrow is wounded during an escapade, and Hudson takes over to keep things running and even indulges in a duel in which he is victorious. Morrow is taken a prisoner when his hiding place is unwittingly revealed by Rush. He is freed by a ruse, but Hudson, not knowing he is free, tries to get him out of jail and is himself caught to be tried for his initial theft unless he betrays Morrow, which he refuses to do. Morrow, aided by the local rebels, helps Hudson escape from jail. He is reunited with Rush and they plan to wed and carry on the fight for freedom, while Morrow leaves for France with Ryan to recuperate.

X-RAY: Filmed in Ireland and containing a number of action sequences plus an interesting yarn plus capable performances and okeh direction and production, this entry shapes up as pleasing program fare. The pace is a rapid one and the settings and backgrounds make for effective aids in getting the yarn across with authentic atmosphere touches. The screen play is by W. R. Burnett and Oscar Brodney, based on a story by Burnett.

TIP ON BIDDING: Better program rates.

AD LINES: "He Was Wanted By The Police And The Ladies"; "Adventure Galore As 'Captain Lightfoot' Goes To The Rescue Of Rebel Leaders And Pretty Damsels In Distress"; "They Wanted To Hang Him . . . But Couldn't Find Him."

Chief Crazy Horse (517)

OUTDOOR ACTION MELODRAMA 86M.

(CinemaScope)
(Print by Technicolor)

ESTIMATE: Satisfactory Indian vs. Cavalry action entry.

CAST: Victor Mature, Suzan Ball, John Lund, Ray Danton, Keith Larsen, James Millican, David Janssen, Robert Warwick, Paul Guilfoyle, Morris Ankrum. Produced by William Alland; directed by George Sherman.

STORY: In 1854, chief Morris Ankrum dies in battle with white soldiers and predicts a great leader. Victor Mature sees a vision which leads him to believe he is the chosen one. Mature wins the hand of maiden Suzan Ball in marriage with the aid of trapper John Lund, whose life they save after he's been wounded by other Indians. Disappointed suitor Ray Danton spreads word of gold in the hills and causes much friction between prospectors and the Indians, joining the soldiers as a scout. Mature is made a chief, defeats the soldiers in battle. He wipes out Custer and his men. The various tribes separate to seek food for the winter and illness and starvation set in. Mature surrenders and comes into the fort. Peace reigns, but, Danton, using a pretext, kills Mature.

X-RAY: Action and a sympathetic yarn favoring the Indians is to be found in this entry which can do quite well with youngsters as well as oldsters who go for the Indians vs. Cavalry yarns. With a little more meat than most, this could wind up in the good column with capable performances by the entire cast and smooth, efficient direction and production. Interest is held on high. The screen play is by Franklin Coen and Gerald Drayson Adams based on a story by Adams.

TIP ON BIDDING: Better program rates.

AD LINES: "A Great Indian Chief Wages War Against Greedy Whites . . . And Wins"; "A Savage Yarn Of Indians Vs. U. S. Cavalry"; "An Adventure In CinemaScope And In Glorious Color Filled With Action And Unusual Indian Scenes."

WARNERS

East Of Eden (414)

DRAMA 115M.

(WarnerColor) (CinemaScope)
(Print by Technicolor)

ESTIMATE: High rating drama.

CAST: Julie Harris, James Dean, Raymond Massey, Burl Ives, Richard Davalos, Jo Van Fleet, Albert Dekker, Lois Smith, Harold Gordon, Timothy Carey, Mario Siletti, Lonny Chapman, Nick Dennis. Directed by Elia Kazan.

STORY: In Monterey, Cal., in 1917, James Dean, a youth in his late teens, follows the town madam, Jo Van Fleet, and then returns home in nearby Salinas where he finds brother Richard Davalos and his girl friend, Julie Harris, concerned over his lengthy absence. They see their father, Raymond Massey, close a deal for an ice house which he hopes to use to preserve vegetables so that they would arrive fresh and edible after a long train trip east. It is evident that Davalos is Massey's favorite. Dean admits he is bad and probably takes after his mother, whom Massey has always maintained is dead, but now admits is alive. He again goes to see Van Fleet, and sheriff Burl Ives admits Dean's suspicion that Van Fleet is his mother. Dean tries to win his father's love by working hard on the lettuce project, but

his savings are wiped out when the train loaded with lettuce is halted by a snow slide and the vegetable spoils. Dean talks Van Fleet into loaning him money to go into a deal with Albert Dekker involving food speculation. War is declared with Davalos objecting as a pacifist. Dean and Harris are thrown together and the brothers tangle over this and other incidents. At a birthday party for Massey engineered by Dean, Davalos announces his engagement to Harris without her consent, which gives Massey much pleasure. Dean presents the profits from his speculation deal which Massey spurns as war profiteering. Dean is vengeful and takes Davalos to Monterey where he reveals the existence of Van Fleet and introduces Davalos to her. A completely changed and drunken Davalos leaves on a troop train to join the wars. Massey suffers a stroke and paralysis. Harris explains Dean's need for love to Massey who finally sees the light and asks Dean to care for him during his illness, with Dean and Harris admitting their love.

X-RAY: A finely-made drama, this entry is a stirring emotional experience, one not easily forgotten once viewed. It is intriguing throughout, made all the better by excellent performances by a highly-competent cast and outstanding direction on the part of Elia Kazan. The result is one that should stir viewers either for or against the film. It could very well emerge as a wonderful "critics' picture," with many audiences going along with the feeling that true quality in adult entertainment is to be found here. On the other hand, some basic mass audiences may not appreciate the psychological involvements nor the off-beat situations and characterizations. This is something that time and audiences will determine. There is no set pattern that can be followed in the judging of this entry, but instead it must be dealt with on an individual basis. It should also be noted that the production has been tastefully presented on the screen. The screen play is by Paul Osborn, based on the work by John Steinbeck.

TIP ON BIDDING: Higher rates.

AD LINES: "An Emotional Experience For Adults"; "A Great John Steinbeck Work Brought To The Screen By A Great Director, Elia Kazan, In WarnerColor And In CinemaScope"; "A Thrilling Screen Experience Seldom Viewed By Adult Audiences."

New York Confidential (413)

MELODRAMA 87M.

ESTIMATE: Okeh program entry.

CAST: Broderick Crawford, Richard Conte, Marilyn Maxwell, Anne Bancroft, J. Carrol Naish, Onslow Stevens, Barry Kelley, Mike Mazurki, Celia Lovsky, Herbert Heyes, Steven Geray, Bill Phillips, Henry Kulky, Nestor Paiva, Joe Vitale, William Forrest. Produced by Clarence Greene; directed by Russell Rouse.

STORY: The syndicate operates on a national as well as international scale in both legitimate and not so legitimate business, with the control being held by Broderick Crawford operating out of New York and assisted by a mysterious character calling every so often from Italy. When one mobster kills another over a personal matter and innocent citizens are involved, it endangers the activities of the organization. The offender is shot down by hoodlum Richard Conte, imported from Chicago. Crawford is impressed with him and orders him to remain as his general assistant. Crawford's daughter, Anne Bancroft, is fed up with being called a gangster's daughter and tries to live a life of her own by disappearing. Conte finds her and agrees not to give her away to Crawford. Marilyn Maxwell, Crawford's girl, makes a play for Conte, but he's loyal to the boss and passes up her attentions. When an international oil deal is blown sky-high by the double cross of Washington lobbyist William Forrest, the latter is ordered killed by the syndicate, which has lost millions. Mike Mazurki and two others are assigned to the job. They kill him but have difficulty getting away. Conte is ordered to kill all three so they won't talk. Mazurki gets away and offers to talk, implicating Crawford, who is forced into hiding. Bancroft, fed up, drives her car into a tree and is killed. Crawford offers to make a deal with the FBI and Conte is ordered to kill him, which he does along with Maxwell, after which Conte is himself killed to seal his lips.

X-RAY: There's a good deal of action, suspense, and underworld intrigue to be found in this entry which might be labeled as an attempted expose of racketeers in action on a big scale. A competent cast does a good job in following the better direction and production of the team of Rouse and Greene and the result is a taut, interesting meller which should do okeh as part of the program. The original screen play is also by Rouse and Greene.

TIP ON BIDDING: Fair program rate.

AD LINES: "A Thrill-Packed Expose Of The Organized Underworld In Action"; "They Had To Kill To Keep Things Quiet"; "He Had Orders To Kill Anyone Who Stood In The Way Of The Syndicate."

FOREIGN

Holiday For Henrietta

COMEDY 103M.

(Ardee Films)
(French-made) (English titles)

ESTIMATE: Amusing import.

CAST: Dany Robin, Hildegard Neff, Michel Auclair, Michel Roux, Louis Seigner, Henri Cremieux, Daniel Ivernel. Produced and directed by Julien Duvivier.

STORY: Writers Louis Seigner and Henri Cremieux are plotting a screen play. The story decided upon takes place in Paris. Magazine photographer Michel Roux visits girlfriend Dany Robin and they make plans for Robin's birthday. They are to meet at a cafe, but Roux is covering a newspaper assignment and is delayed. When he finally arrives, he has another appointment with bareback rider Hildegarde Neff, makes an excuse to Robin, and leaves. Robin meets Michel Auclair, a charming thief who had planned a burglary that is shortly to take place. Auclair takes Robin to the scene of the crime. There he is met by cronies disguised as policemen. Robin and Auclair enter the deserted mansion, Robin thinking it belongs to him. The burglary takes place and the couple journey to a cafe, where Roux is supposed to meet Robin. She tells Auclair that she will go away with him if Roux doesn't show up at the appointed time. Roux, having had an affair with Neff, hastens to this rendezvous with Robin. At the cafe, Auclair, who throughout the day had been followed by a detective, is finally arrested and taken into custody. Roux arrives on the scene and is reunited with Robin.

X-RAY: A different narrative technique betters this film and the result an amusing entry. A charming story plus a fine presentation makes it well suited for the art and specialty spots. Screen play is by Henri Jeanson and Julien Duvivier.

AD LINES: "A Gay And Carefree Comedy"; "A Robust Holiday In Gay Paree"; "A Film With The Charm Of A Paris Fling."

The Intruder

MELODRAMA 84M.

(Associated Artists)
(Made in England)

ESTIMATE: Mildly interesting import.

CAST: Jack Hawkins, Hugh Williams, Michael Medwin, George Cole, Dennis Price, Duncan Lamont, Arthur Howard. Produced by Ivan Foxwell; directed by Guy Hamilton.

STORY: Jack Hawkins, ex-colonel of a tank regiment, returns home one evening and finds Michael Medwin, a brave trooper under his wartime command, rifling his desk. The burglar flees, and Hawkins, in an effort to discover why the man has turned criminal, tries to locate him through old army friends. The first one, George Cole, who was a close friend of the fugitive during the war, is now sheltering him. Hawkins arrives too late to speak to the fleeing Medwin. Hawkins then goes to see Dennis Price, a coward during the war. The now prosperous and egotistical Price reprimands Hawkins for not calling the police when the attempted robbery was discovered. The next stop for Hawkins is a boys' school where Arthur Howard is headmaster. Howard recounts an embarrassing experience during the war, but is unable to cast light upon the whereabouts of the boy. Hawkins, still in pursuit, visits the farm of Duncan Lamont, a wartime sergeant. There he finds Medwin hiding out and finally gets a chance to talk to him. The facts come out as to Medwin's life after his discharge from the army, his return to a cruel uncle, the death of his kid brother, his imprisonment on manslaughter charges when he kills the uncle in a fit of rage, and finally his escape from prison. With the police closing in, Medwin is talked into surrendering himself to the authorities and consequently returning to prison, with hope for a new and honest life when his sentence is completed.

X-RAY: The film is well constructed and moves along at an okeh pace. Mildly interesting, at times it is graced with light amusement. Dramatic and realistically handled war sequences add moments of excitement. The production will fit best into art and specialty spots. The screen play is by Robin Maugham and John Hunter.

AD LINES: "What Makes A Man Go Bad?"; "All Hope Gone . . . And The Police Closing In"; "A Search To Save A Man From Destruction."

The Wages Of Fear

MELODRAMA 106M.

(International Affiliates)
(French-made) (English titles)

ESTIMATE: Superior export for the art spots.

CAST: Yves Montand, Charles Vanel, Peter Van Eyck, Folco Lulli, Vera Clouzot, William Tubbs, Centa, Mario Moreno, Jo Dest. Produced and directed by H. G. Clouzot.

STORY: In a South American oil town live a group of down-and-outers including bricklayer Folco Lulli, young Yves Montand, girl friend Vera Clouzot, and new arrival Charles Vanel. Three hundred miles up-country, where an oil company is drilling, a well explodes. To put out the fire, the well must be blown up, but the drillers are without explosives. Company manager William Tubbs decides to send trucks loaded with nitro-glycerin into the mountains, to be driven on bad roads that could blow sky-high the truck and driver. Selected to drive the trucks at $2,000 each are teams Montand-Vanel and Lulli-Peter Van Eyck. The drive starts off at a snail's pace with Montand

and Vanel a half hour ahead of the second truck. One obstacle after another delays the trucks, but each is overcome by the perseverance and ingenuity of the drivers. The silent threat of the nitro-glycerine takes a telling toll on Vanel's nerves, which slowly shatter as the trip progresses. Lulli's truck has now taken the lead when a sudden explosion reveals that Montand and Vanel are alone on the road. When they reach the place where the other truck was blown up, there is a giant crater rapidly filling with oil from a broken pipe. Vanel wades into the pool in order to guide the truck and trips, causing Montand to drive blindly over him. The truck overcomes the obstacle and continues the journey, with now dying Vanel in the cab. When the burning oil field is finally reached, Vanel is dead. The next day, Montand, having rested from the oreal, begins the return journey. In high spirits, he plays reckless with his truck, causing it to plunge over a cliff to his death.

X-RAY: A vivid and exciting melodrama, the production has an element of high tension. The film is endowed with sharp characterization, superior acting, along with a spine-tingling story. The care given staging and production is clearly indicated in the smooth flowing story, putting an added accent on realism. It should do fine in art and specialty spots. Screen play is by H. G. Clouzot, based upon a novel by George Arnaud.

AD LINES: "Winner Of The Grand Prix At The 1953 Cannes Film Festival"; "Internationally Acclaimed"; "Guaranteed To Keep You On The Edge Of Your Seat."

MISCELLANEOUS

Cinerama Holiday

NOVELTY 119M.

(Stanley Warner-Cinerama Corporation)
(Color by Technicolor)
(Filmed in Europe and the U.S.)

ESTIMATE: Highly attractive second Cinerama novelty.

CREDITS: Betty and John Marsh, Kansas City, and Beatrice and Fred Troller, Zurich, Switzerland. Produced by Louis de Rochemont; directed by Robert Bendick and Phillipe de Lacy. Narration by John Stuart Martin.

STORY: Two non-professional couples who had traveled little and who had never acted before were selected for the leads. The Trollers from Switzerland were to tour the U.S. while the Marshes from Kansas City were to see Switzerland and other parts of Europe with the Cinerama cameras tailing along. Thus the audience gets a chance to view with them and also experience visits to the Swiss Alps, a bobsled run down the slopes of St. Moritz, an ice skating show, Las Vegas with its colorful sights, the wide open spaces of the west and Indian ranchers, scenes from an open roofed-train, New Orleans jazz as well as a Negro procession returning from a burial at a cemetery to the tunes of a jazz band with the mourners keeping time, a fair at Deerfield, N. H., a brief visit at Dartmouth College, a run down an Alpine ski course, high mass at Notre Dame in Paris, a visit to a Swiss inn, the streets of Paris, art treasures, a Parisian night club, a ball for art students, a children's puppet show, a brief look at Washington monuments, the New York City skyline, a flight in a navy jet plane, and some fireworks over Alton Bay, N. H.

X-RAY: Following in the pattern laid down by its predecessor "This Is Cinerama," this entry, too, is a travelogue with a thin story line thrown in via the couples who explore each other's country. There are quite a few thrills as well as some slow spots but on the whole this will probably make out as well financially or close to the initial entry. Where it can play, it should do a first rate job entertaining viewers. The photography is good and the overall effect is enhanced via the use of color by Technicolor. Again, the widespread image gives spectators the feeling that they are participating in the events taking place for extra thrills. The plot is based in part on "America Through A French Looking Glass" by Renee and Pierre Gosset and was adapted by Otis Carney and Louis de Rochemont, III. The couples in the leads are pleasant and attractive, and following them around is no hardship.

AD LINES: "Another Thrilling Experience In Different Entertainment"; "You Are Invited To Take A 'Cinerama Holiday' And Live Adventurously"; "Hold Your Breath As You Experience New Thrills In Entertainment."

The Stranger's Hand

MELODRAMA 86M.

(DCA)
(Filmed in Italy)

ESTIMATE: Interesting suspense meller.

CAST: Richard Basehart, Trevor Howard, Alida Valli, Eduardo Cianelli, Richard O'Sullivan, Stephen Murray. Produced by John Stafford and Peter Moore, in association with Graham Greene; directed by Mario Soldati.

STORY: Schoolboy Richard O'Sullivan arrives in Venice to meet his father, Major Trevor Howard, whom the boy hasn't seen in three years. Howard spots a man he once knew evidently in the custody of others and when he displays recognition, he, too, is made a prisoner with the object being eventual transportation behind the Iron Curtain. O'Sullivan enlists the aid of employe Alida Valli to assist in the search. O'Sullivan makes friends with Doctor Eduardo Cianelli, enemy agent responsible for the kidnapping, a fact of which O'Sullivan is unaware. The police search his flat, but the boy is unable to recognize Howard, bearded and unkempt. He later recalls it was him. Richard Basehart, Valli's boy friend, is enlisted in the search and he learns that several prisoners are aboard a foreign freighter due to leave shortly. He sets fire to the freighter, permitting Italian authorities to board the vessel and effect the rescue, reuniting Howard and O'Sullivan while Cianelli is killed saving Howard's life.

X-RAY: There is some suspense to be found in this entry which is aided by authentic surroundings. The story is okeh and the acting, direction, and production average. It should satisfy as a supporting entry on the program or in the art and specialty spots, where, with a little extra selling, it might do well. The screen play is by Guy Elmes and Georgio Bassani, based on the novel by Greene.

AD LINES: "Mystery And Murder In Venice"; "A Young Boy's Father Disappears In A Plot Involving International Intrigue"; "Spies . . . Intrigue . . . Mystery . . . Murder . . . High Adventure And 'The Stranger's Hand'."

The Short Parade

TWO REEL

Comedy

HALF-WAY TO HOLLYWOOD. Columbia — Assorted Favorites Reissues. 18½m. When first reviewed in THE SERVISECTION of May, 1938, it was said, "Tom Kennedy is an insurance office worker, who gets in bad with his boss. Johnny Arthur is a would-be scenarist. Kennedy's son is an amateur cameraman, so they get together on an Arthur scenario, a burlesque of the boss. The picture is screened for the boss, but the day is saved when a fake disability claimant is unexpectedly revealed. FAIR." (7424).

HIS PEST FRIEND. Columbia—All-Star Comedies. 16m. Eddie Quillan's no good brother-in-law, Wally Vernon, arrives for a visit. The wife goes to visit her mother, leaving the men alone. Wally disrupts Eddie at every task, and when a new television set arrives Wally decides to erect the aerial himself and use the money saved to throw a party. He wrecks the house in putting up the aerial but has his party anyway. Eddie's wife walks in on the party and raises the roof. FAIR. (7413).

Musical

KEEP IT COOL. U-I—Musical Featurette. 16m. Tony Pastor and his orchestra supply the background music and start the revue off with "Universal Stomp." The Villenaves do a cycling act to the tunes of "Bring On The Broads" and "You're A Lucky Fellow Mr. Smith." Barbara Ruick vocalizes with "That's Him Over There" and "Mambo On My Mind." Other vocals include Red Norvo Trio singing "How Am I To Know," the Cheerleaders harmonizing with "Sugar Blues," and Tony Pastor doing "Don't Worry About Strangers." FAIR. (1304).

LES BROWN GOES TO TOWN. U-I—Musical Featurette. 15m. Les Brown's Orchestra plays "Rain." The Lancers sing "Mister Sandman" and "Rock Island Shuffle," while the Bell Sisters vocalize with "Bermuda" and "Drink To Me Only With Thine Eyes." Jack Smith sings a medley which includes "Civilization," "If I Had My Way," "Cry," and "When You're Smiling." GOOD. (1305).

THE ROBINS SING. U-I—Musical Featurette. 15m. Leighton Noble and his orchestra supply the music in this film, with Noble singing "Little Girl." George Tapps and his dancers perform "Waltz In Tapps Time" and "Stompin' At The Savoy." Fred Darian sings "She Was A Dancer" and the Robins harmonize in "I Must Be Dreaming" and "Loop De Loop Mambo." GOOD. (1303).

STRICTLY INFORMAL. U-I—Musical Featurette. 16m. The Harmonicats play to the tunes of "Harmonica Boogie" and "Over The Rainbow," the latter number being an accompaniment for the vocalizing of the King Sisters. The sisters also harmonize with "Walk It On Down." The Gaylords sing "Love I You" and "From The Vine Came The Grapes." Fay Dewitt serenades the audience with "Mimi." GOOD. (1306).

Color Novelty

A WORLD OF BEAUTY. U-I—Special. 17m. Featured in Technicolor are Miss Universe contest winners of 1955. Pete Rugolo and his orchestra play "Early Stan" and "Come Back Little Rocket." "Jingle Bells Mambo" and "This Is The End" are danced by Nita Bieber. Vocalists include June Christy singing "Something Cool" and Rose Murphy singing "I Can't Give You Anything But Love, Baby." GOOD. (1300).

Serial

PANTHER GIRL OF THE KONGO. Republic serial. 12 chapters. Phyllis Coates, Myron Healey, Arthur Space, John Day, Mike Ragan, Morris Buchanan,

Roy Glenn, Sr., Archie Savage, Ramsay Hill. Associate producer and director Franklin Adreon; written by Ronald Davidson. Chapter one—"The Claw Monster," 18m. A scientist develops a giant claw monster, which he uses to frighten natives away from his illegal diamond mine. "Panther Girl" Phyllis Coates discovers the monster while she is engaged in photographing wild animals. In order to track down the beast, she enlists the aid of big game hunter, Myron Healey. They start on the hunt and are attacked by hostile natives. While Healey is tangling with the attackers, Coates has fallen into the jaws of the crawfish monster. This has enough action and excitement for serial requirements. FAIR. (5483).

ONE REEL

Color Art

ITALIAN RAINBOW: MASTERPIECES IN FLORENCE. IFE. Color. 8m. In Florence, Italy, hang some of the masterpieces of the world of art. These are shown in all their beauty and brilliant craftsmanship. We have glimpses of the old masters down through the ages, Europe's greatest paintings and murals. GOOD.

CinemaScope Color Cartoon

NO HUNTING. RKO—Walt Disney CinemaScope Cartoons. 6m. Donald Duck and his grandpa prepare for the opening of the hunting season. They head for the hunting grounds where they find hoards of hunters entering the woods. Grandpa and Donald get into scrapes with other hunters. Grandpa cannot stand the heat of battle and digs out. The forest ranger station collapses, ending the battle. Men come marching wearily from the fray, all without game, except for grandpa, who is dragging a cow behind him. EXCELLENT. (54103).

Color Cartoons

CRAZY MIXED UP PUP. U-I—Walter Lantz Technicolor Cartune. 6m. Sam and wife Maggie each have a dog. Sam and his dog are hit by a car and an ambulance attendant gives Sam dog plasma and the dog human plasma. The result is that Sam returns home acting like a dog while the dog acts like Sam. Maggie, being driven crazy, leaves home with her dog. She too is struck by a car and the same mistake made. This straightens things out with Sam and Maggie acting like dogs and the dogs acting like humans. GOOD. (1323).

DESTINATION MAGOO. Columbia—Mr. Magoo Cartoons. 6½m. Magoo visits a professor who has a rocket ship he claims can go to the moon. Magoo gets in the ship and takes off, landing at Coney Island, where he has a series of adventures in the amusement center. After going on several rides, he floats back to earth on the parachute jump. EXCELLENT. (7701).

THE LEGEND OF ROCK-A-BYE POINT. U-I—Walter Lantz Cartune. 6m. The captain of a trawler tells a tale of a happening 20 years ago, when his ship was in Arctic waters hauling fish. A polar bear and a penguin attempted to steal the fish, being guarded by a bull dog. The bear was able to lull the dog to sleep. The penguin made continual attempts to awaken the dog but the bear kept putting him to sleep with the song, "Rock-A-Bye Baby," until the situation wound up with the bear on an iceberg, rocking the dog. GOOD. (1325).

MAGOO'S CHECK-UP. Columbia—Mr. Magoo. 6½m. Mr. Magoo is told by the lady next door that he ought to have a physical check-up and see if he needs a new pair of glasses. He finally agrees and his nearsighted orbs take him into a television repair shop, which he mistakes for the doctor's office. He mistakes the various equipment for medical accessories and a TV exercise instructor for the doctor. Nearly exhausted, he wanders into a dress shop next door and creates a near-panic. But all straightens itself out and he returns home convinced he is in the pink of condition. EXCELLENT. (7702).

SPARE THE CHILD. Columbia—UPA Assorted Cartoons. 6½m. A small boy gets his wish to change places with his domineering father. He then begins to make his father's life miserable while the father has adopted some of the boy's old mannerisms. The boy takes over the family bookkeeping and then he realizes that size is not enough. The boy finally throws a fit that changes him back to his normal size. EXCELLENT. (7502).

WITCH CRAFTY. U-I—Walter Lantz Technicolor Cartune. 6m. A witch breaks her broom handle and goes to a broom factory for a replacement. Woody Woodpecker, the watchman, makes a new handle for her but she refuses to pay for it. A scuffle develops, Woody outwitting the witch at every turn. The witch consents to pay and while she is searching for her broom, Woody takes off and flies away. FAIR. (1324).

Novelty

CAMERA CRAZY. RKO—Pathe Screenliners. 8m. Shown is an intimate view of the camera club, devotees who have found that developing and printing their own photographs is the best way. Other scenes disclose a camera field trip, indoor model photography, and a bathroom convertible darkroom. FAIR. (54206).

SPORTS TRIX. MGM—Pete Smith Specialties. 9m. Some of the unusual endeavors in sports are seen, most of the action taken outdoors on ice, where there are trick skaters and skiers. They have their own bag of stunts. These are supplemented by golf, billiards, and other difficult endeavors for a lot of exciting entertainment. GOOD.

TROUBLE BRUIN. U-I—Variety View. 9m. Three raccoons are frisking around as two bear cubs are also playing. A dog comes after them, but they manage to elude him by climbing trees. Two raccoons get caught in a cage and the other manages to rescue them. Meanwhile, the bruin cubs mix it up with a deer, a turtle, a possum family, and a skunk family. GOOD. (1341).

Sports

FLYING MALLETS. Columbia—World of Sports. 10m. The difficult and colorful Argentinean brand of polo is shown, performed at the famed Hurlingham Club. Seen are games between top players and ponies, and the detailed training necessary to perfect the pony's technique. After showing the care and training of the animals, the film shows the basic strokes and moves and then some practice and real games. FAIR. (7805).

SKI SAGA. RKO—Sportscopes. 8m. A reconstruction of how it might have been in a Tyrolean village when skiing was in its infancy, the development of the sport, the perfection of the Arlberg technique are shown. Also shown are downhill races at the Kandahar course at St. Anton. GOOD. (54306).

Color Travel

THE FOUNTAINS OF ROME. IFE—Technicolor. 9m. The film is an artistic study of the numerous and varied Roman fountains, harmoniously blended with Respighi's music, "The Fountains Of Rome." The fountains depicted assume unusual sizes and shapes, and seen with their tumbling and spraying water they sometimes afford the viewer an unorthodox if not picturesque sight. FAIR.

IRELAND. Republic—This World of Ours. 9m. This Trucolor travelogue of Ireland shows scenes of Dublin streets, the kissing of the Blarney Stone, Irish monuments, and the Bank of Ireland. Irish sports are reviewed, including football, yacht racing, hurling, and a horse show. Also seen are Irish bands parading in colorful costumes. GOOD.

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ALPHABETICAL GUIDE To 232 Features Reviewed Since The Sept. 8, Issue

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office

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JANUARY

Bowery To Bagdad
Bowery Boys

Treasure of Ruby Hill
Z. Scott,
C. Matthews,
D. Foran

FEBRUARY

The Big Combo
C. Wilde,
R. Conte,
J. Wallace

Murder Is My Beat
B. Payton,
P. Langton

MARCH

Seven Angry Men
R. Massey,
D. Paget,
J. Hunter

The Big Tip Off
R. Conte,
C. Smith,
B. Bennett

Dial Red O
B. Elliott,
K. Larsen,
H. Stanley

COLUMBIA

JANUARY

The Violent Men
G. Ford,
B. Stanwyck,
E. G. Robinson
(Technicolor)
(CinemaScope)

The Bamboo Prison
R. Francis,
D. Foster

Masterson Of Kansas
G. Montgomery,
N. Gates
(Technicolor)

FEBRUARY

Ten Wanted Men
R. Scott,
J. Brando
(Technicolor)

Women's Prison
I. Lupino,
J. Sterling,
C. Moore,
H. Duff

Pirates Of Tripoli
P. Henreid,
P. Medina
(Technicolor)

MARCH

New Orleans Uncensored
A Franz,
B. Garland,
H. Stanton

Wyoming Renegades
P. Carey,
G. Evans,
W. Bishop
(Technicolor)

The Detective
A. Guinness,
J. Greenwood,
P. Finch
(English-made)

LIPPERT

JANUARY

They Were So Young
S. Brady, R. Burr,
J. Matz
(Made in Germany)

The Silver Star
M. Windsor,
B. MacLane,
E. Buchanan,
L. Chaney

FEBRUARY

Thunder Over Sangoland
J. Hall,
M. Lord

MARCH

The Glass Tomb
J. Ireland
(Made in England)

METRO

JANUARY

Bad Day At Black Rock
S. Tracy, R. Ryan,
A. Francis
(Color)
(CinemaScope)

Green Fire
S. Granger,
G. Kelly,
P. Douglas
(Made in Columbia)
(Technicolor)
(CinemaScope)

FEBRUARY

Many Rivers To Cross
R. Taylor,
E. Parker,
V. McLaglen
(Color)
(CinemaScope)

Jupiter's Darling
E. Williams,
H. Keel,
G. Sanders
(Technicolor)
(CinemaScope)

MARCH

Hit The Deck
J. Powell,
D. Reynolds,
V. Damone
(Color)
(CinemaScope)

Anchors Aweigh
(Reissue)

PARAMOUNT

JANUARY

The Bridges At Toko-Ri
W. Holden,
F. March,
G. Kelly,
M. Rooney
(Technicolor)

FEBRUARY

The Conquest Of Space
E. Fleming,
W. Redfield,
G. Johnson
(Technicolor)

MARCH

The Country Girl
B. Crosby,
G. Kelly,
W. Holden

RKO

JANUARY

The Americano
G. Ford,
C. Romero,
U. Theiss
(Technicolor)

Quest For the Lost City
D. and G. Lamb
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FEBRUARY

Underwater!
J. Russell,
R. Egan
G. Roland
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(Superscope)

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MARCH

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R. Ryan
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REPUBLIC

JANUARY

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M. Healey,
K. Booth

Trouble In Store
N. Wisdom,
M. Rutherford,
M. Lister
(English-made)
(Rank)

Carolina Cannonball
J. Canova,
R. Elliott,
A. Clyde

The Square Ring
J. Warner,
J. Collins,
M. Red
(English-made)

FEBRUARY

Doctor In The House
D. Bogarde,
M. Pavlow
(Technicolor)
(English-made)

Timberjack
S. Hayden,
V. Ralston,
D. Brian
(Trucolor)

MARCH

The Eternal Sea
S. Hayden,
A. Smith,
D. Jagger
(Made in Hawaii)

20th-FOX

JANUARY

Carmen Jones
D. Danridge,
H. Belafonte
(Color by DeLuxe)
(CinemaScope)

Prince Of Players
R. Burton,
M. McNamara
(Color)
(CinemaScope)

Twelve O'Clock High
(Reissue)

FEBRUARY

White Feather
R. Wagner,
D. Paget,
D. Robertson
(Made in Mexico)
(Color)
(CinemaScope)

The Racers
K. Douglas,
G. Roland,
B. Darvi
(Partly made in Europe)
(Color)
(CinemaScope)

Belle Starr's Daughter

Dakota Lil
(Reissue)

MARCH

Untamed
T. Power,
S. Hayward,
R. Egan
(Color)
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Our Girl Friday
J. Collins,
K. Moore,
G. Cole
(Color)

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J. Parker
(Goldstein)

The Beachcomber
G. Johns,
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(Rank)

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FEBRUARY

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N. Marcel,
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P. Kirk,
S. Elliott
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MARCH

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J. McCrea,
Miroslava
(Technicolor)
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Marty
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B. Blair
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JANUARY

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T. Curtis,
G. DeHaven,
G. Nelson
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Destry
A. Murphy,
M. Blanchard,
L. Nelson
(Technicolor)

West Of Zanzibar
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E. Connor
(Technicolor)
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(Rank)

FEBRUARY

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R. Roman,
C. Calvet
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Six Bridges To Cross
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G. Nader

Abbott and Costello Meet The Keystone Kops
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L. Costello

MARCH

Captain Lightfoot
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(Technicolor)
(CinemaScope)
(Made in Ireland)

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(Made in New Zealand)
(Rank)

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JANUARY

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F. Sinatra,
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FEBRUARY

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P. Angeli
(WarnerColor)
(CinemaScope)

Unchained
E. Hirsch,
B. Hale
C. Morris

MARCH

Battle Cry
A. Ray,
M. Freeman,
V. Heflin
(WarnerColor)
(CinemaScope)

New York Confidential
B. Crawford,
A. Bancroft,
R. Conte

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
FEBRUARY		6	14	22
MARCH	1-30	8	16	23

FILMAKERS
Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

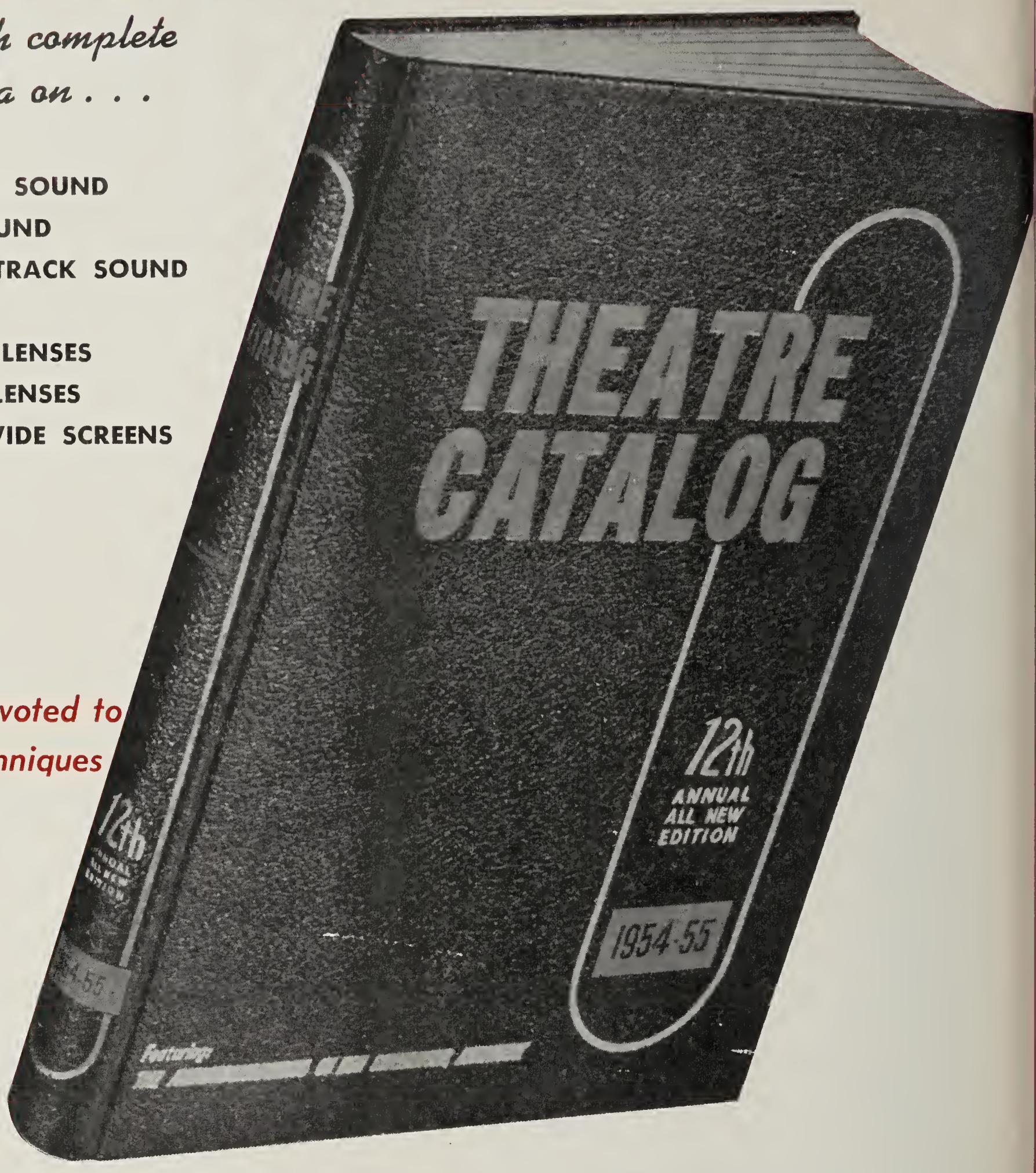
BUENA VISTA
Jan.—20,000 Leagues Under The Sea

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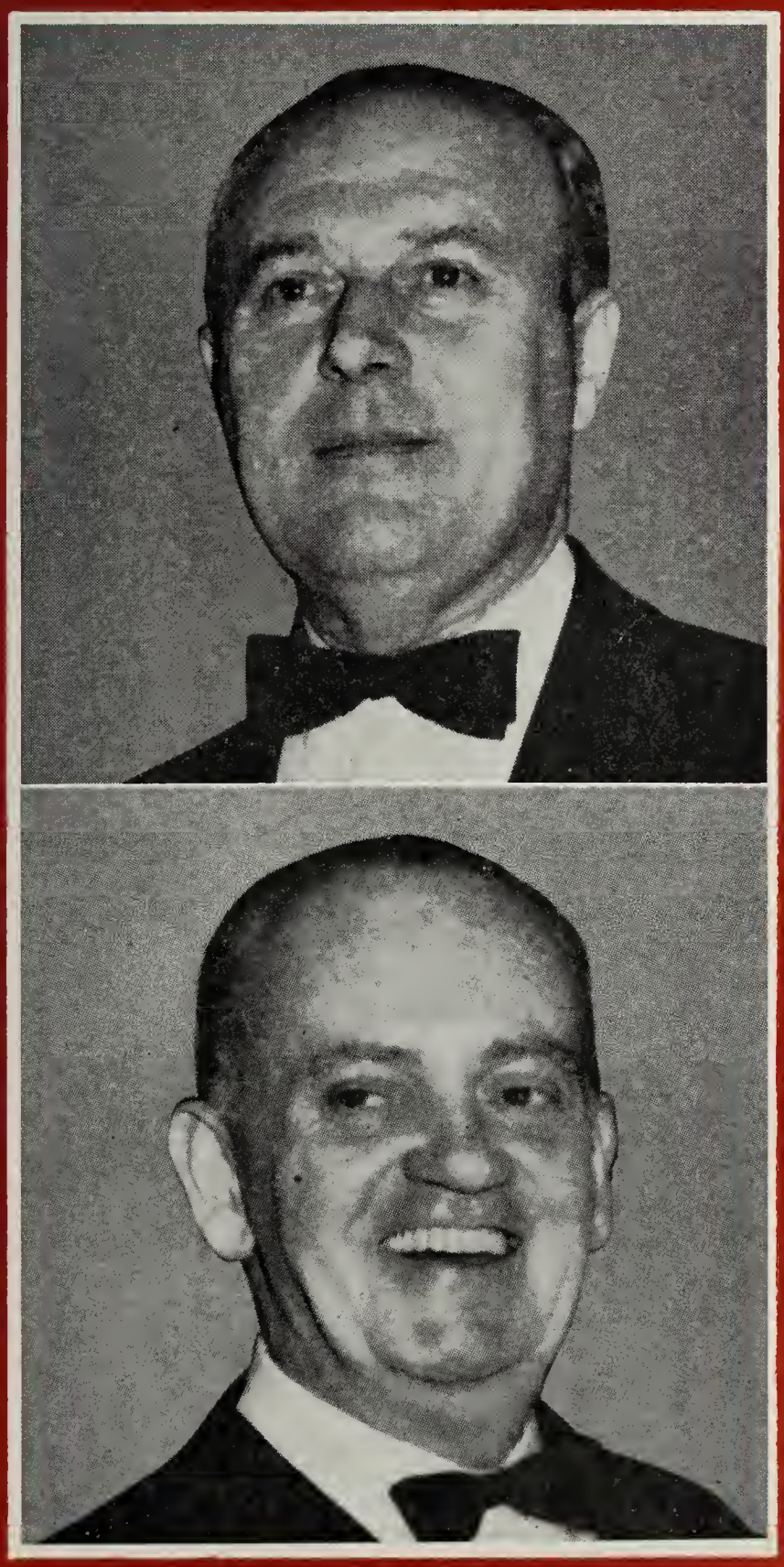
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MOTION PICTURE

EXHIBITOR

MARCH 2, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



Arbitration Snags Delay Roundtable

(page 7)

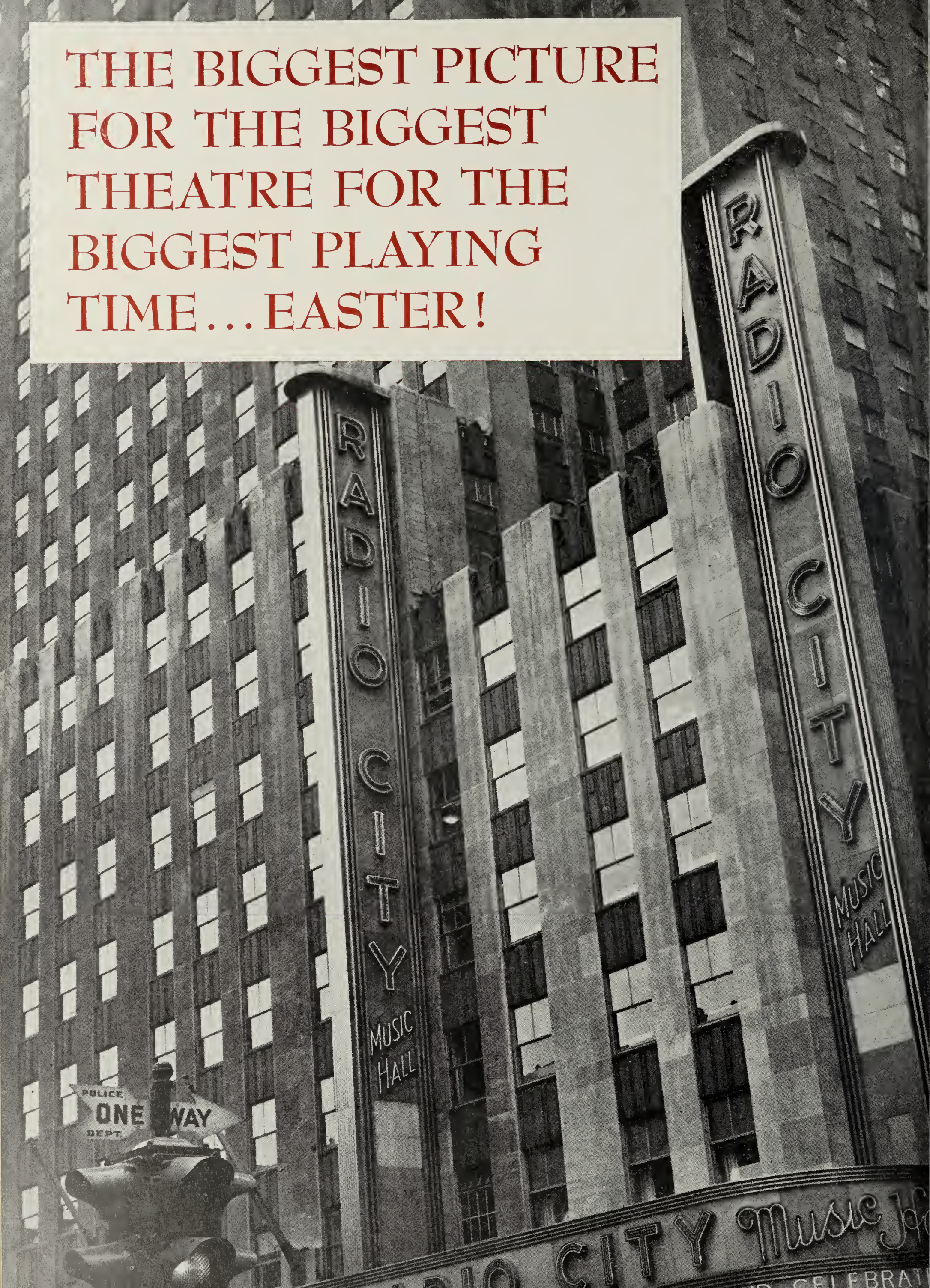
"Scientific Data On 'Cockleburrs'"

(editorial)

AND FEATURING: PHYSICAL THEATRE

Seen are Samuel Rosen, executive vice-president, Stanley Warner Corporation, and Lester B. Isaacs, Cinerama director of exhibition, who have been making the rounds of openings of the second feature in the medium, "Cinerama Holiday," which premiered recently at the Warner, New York, and other key spots.

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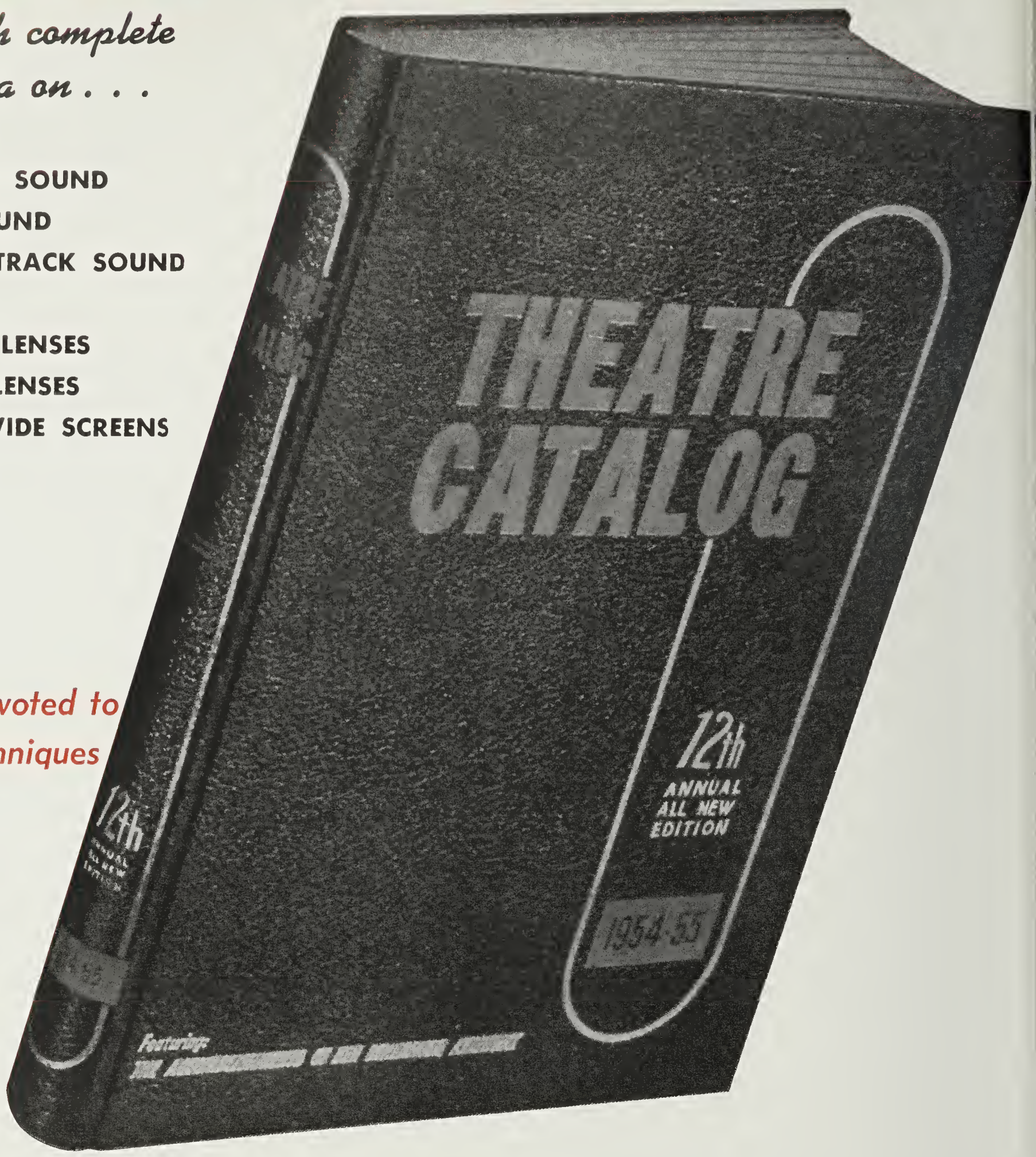
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MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH 2, 1955
VOLUME 53 NUMBER 18

SCIENTIFIC DATA ON "COCKLEBURRS"

WE ARE QUITE CERTAIN that never, in the 37 year history of this independent theatreman's trade paper, did the publisher or his staff expect to contribute to scientific research. It is, therefore, a pleasant surprise to learn that, through some efforts of ours, a never before known pathological discovery has been added to the scientific data on the atom bomb, the hydrogen bomb, and the skid-row bomb.

It has to do with the festering time of imaginary cockleburrs.

In our editorial "ABOUT OLD WAR HORSES AND COCKLEBURRS" (M.P.E.—Jan. 26, 1955) we attempted to diagnose, across thousands of miles, what ailment had struck our old friend Pete Harrison, who now headquarters on the west coast, and caused what we jokingly referred to as a "tantrum" in the form of "BARNEY BALABAN'S PIPE DREAM" (Harrison's Report—Jan. 8, 1955). Due mainly to a friendship that has existed since Pete entered this business almost 36 years ago, we kindly referred to this "tantrum" as "thinking . . . that isn't well thought out"; and suggested the similarity to "an old war horse that he is, catching a cockleburr under his rear extremity where he can't get at it, so he goes charging about all over the place kicking and flailing at everything."

Since that time we have kept a constant vigil awaiting the fulminatory blast that would indicate whether the imaginary cockleburrs had reached the festering stage. It happened on Saturday, Feb. 19th!

Pete's editorial, "ATTENTION: JAY EMANUEL" (Harrison's Reports—Feb. 19, 1955), continued the "tantrum," but records an increasing temperature to the tune of two more uses of "deceit" and the addition of the word "avariciousness." Among other things it charges us with prejudice, because we did not reprint his full remarks believing they "would serve no useful purpose, for any impartial judge could only come to the conclusion that Pete is out to 'get' Barney Balaban."

While we still repeat that it "would serve no useful purpose"; and that a careful reading will only produce our same conviction that "Pete is out to 'get' Barney Balaban"; we are devoting considerable space on page 19 of this issue to a complete verbatim reprint of Pete's first "tantrum." When Pete reprints in his publication our editorial, "ABOUT OLD WAR HORSES etc," we promise we will reciprocate with a verbatim reprint of his follow-up dated Feb. 19. Fair enough?

This should put an end to the matter! But we do feel we owe it to our nearly 10,000 subscribers to report that a careful tally of the letters, wires, and phone calls relating to this incident showed that industry opinion backed the M.P.E. position to the tune of 33 to one.

Most important scientific development: Imaginary cockleburrs take exactly six weeks between time of insertion and time of festeration (Jan. 4 to Feb. 19).

CHRISTMAS FOR SIX FULL MONTHS

WHILE "VERA CRUZ" seems to have been handled very smartly by UA, and is starting off so powerfully in its first-runs that it doesn't need much help, that is quite a prize contest with which it is being backed between now and the end of July.

Sponsored by UA in conjunction with Exquisite Form Brassieres, the search is for the girl with the most exquisite form in the nation. First prize is a $10,000 contract for one year of movie, T-V, and modeling work, and 200 runners-up prizes valued at $65,000. There is $4,000 more in prize money for the theatremen who make the best tieups with the contest. $79,000 is a nice tidy sum to talk about and it certainly should get attention in any league.

As UA is usually referred to as the company with young ideas and young ownership, it is interesting to speculate on which vice-presidents will serve as judges for this contest. We don't expect that ad-director Winikus will have too much trouble getting the cooperation of the top brass on this. And we just wonder what rules or forms such judging takes?

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Loew's stockholders are told that the corporation's income comes mostly from production activities (page 14).

Distribution

The proposed all-industry roundtable conference appears set for postponement as snags arise in arbitration negotiations (page 7).

Alfred Crown, former president, Moulin Productions, joins AA as vice-president and special studio representative (page 12).

RKO gets distribution rights for Latin America and the Far East on four Disney films (page 14).

Alfred Schwalberg resigns as president, Paramount Film Distributing Company (page 21).

Exhibition

Stanley Warner sells its Atlantic City theatre interests to the Hamid organization (page 6).

Wilbur Snaper, New Jersey Allied president, blames the current increase in underreporting on unfair distributor sales policies (page 7).

Exhibitor donations spur the fight against toll-TV as help from organizations outside the industry aids (page 7).

Financial

Allied Artists net income dips slightly for a 26 week period (page 7).

Republic's 1954 net income increases to $804,000 (page 12).

Paramount earnings are also up for 1954 (page 18).

International

"On The Waterfront" and Marlon Brando are honored in Canada; the Canadian Pioneers elect directors; UA's branch in Brazil wins an international sales drive (page 16).

Legal

Pennsylvania censors pass the French-made "Game Of Love" (page 12).

Mel Konecoff

A meeting with muscular Gordon Scott, new Tarzan; an anecdote concerning kissable Cleo Moore; an usher's rise in the world; a few suggestions from U-I's Pete Dana on reducing; and assorted trivia comprise a week in the big city (pages 6 and 20).

Organizations

COMPO reports that active theatres are increasing in number since the federal tax cut (page 12).

Production

Rita Hayworth and Dick Haymes form Crystal Bay Productions, Inc., to make two for UA release (page 12).

The battle concerning production of "War And Peace" becomes even more confusing (page 14).

Technical

The Paramount, New York, announces plans to convert to horizontal VistaVision and the world's largest screen (page 14).



Gordon Scott, the screen's new Tarzan, with his first film being "Tarzan's Hidden Jungle," an RKO release, and MOTION PICTURE EXHIBITOR associate editor Mel Konecoff recently met in New York City and tried to outstare each other.

NEW YORK
By Mel Konecoff

GORDON SCOTT, latest actor to play "Tarzan," was in town recently to begin the national promotion of his first film, "Tarzan's Hidden Jungle," and he appeared on radio, TV, and had meetings with press representatives in the various categories. We even saw him at breakfast the other morning in his hotel.



KONECOFF

We expected him to greet us in loin cloth and say, "Me Tarzan," but, instead, we found a young, personable chap in smart sports coat and looking extraordinarily healthy so early in the morning. As a matter of fact, he looked even healthier after a breakfast of prune juice, corn flakes, three eggs, and coffee (his not ours). He said he had been working out at a local club while in town to keep in shape and had been getting to bed early nights. Oh well.

Anyway, between him and Don Gillin, sales manager for Sol Lesser Productions, were dropped such words of wisdom like Scott is off on a tour of the south to meet local exhibitors, press, radio and TV representatives to tie in with local openings of the film, which is approximately the 15th to be made by Lesser since he took the series over in 1942. . . . The plots of this and future films will revert more to the original story lines laid down by Edgar Rice Burroughs in that there will be more action and less of a steady romantic entanglement in the life of Tarzan. In other words, no Jane. . . . Grosses on the series are big as well as consistent, especially overseas where Tarzan is one of the most popular figures on or off the screen. . . . He's a big hit in Russia, 'tis reported, with prints being stolen or bootlegged so that they could be exhibited there. . . . Estimates on the number of dates on an average release in the U. S. and Canada ran to 17,000 with many repeat runs. . . . 'Twas reported that more people see a Tarzan epic than any

(*Continued on page* 20)

BROADWAY GROSSES

(As of this Monday)

Downward Trend Prevails

NEW YORK—Business continued on a downward trend last weekend with a few exceptions.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Battle Cry" (Warners). Paramount was headed toward a $55,000 fourth week.

"Three For The Show" (Columbia) Roxy reported $25,700 for Thursday through Sunday, with the opening week expected to reach $37,700.

"Jupiter's Darling" (MGM). Radio City Music Hall, with stage show, tallied $75,000 for Thursday through Sunday, with the second and last week anticipated at $108,000.

"The Country Girl" (Paramount). Criterion did $32,500 on the 11th week.

"Bad Day At Black Rock" (MGM). Rivoli claimed the fourth week would reach $15,000.

"The Far Country" (U-I). Globe anticipated the third week at $12,000.

"Underwater" (RKO). Mayfair looked toward $17,500 for the third week.

"20,000 Leagues Under The Sea" (Buena Vista-Disney). Astor claimed $23,000 for the 10th week.

"New York Confidential" (Warners). Victoria rose to $35,000 on the second week.

"Sign Of The Pagan" (U-I). Loew's State was down to $14,000 on the third week.

"The Long Gray Line" (Columbia). Capitol reported $55,000 for the third week.

SW Sells Four To Hamid

ATLANTIC CITY, N. J.—In a deal finalized last week and confirmed by Sam Rosen, vice-president, Stanley Warner Theatres, and the George A. Hamid office, SW relinquished to Hamid its interests in four Absecon Island theatres. Hamid and his son and partner, George A., Jr., thus become the biggest operators of motion picture theatres at this shore resort. Financial details were not announced, but it was stated that the properties involved "represent real estate assessments in excess of $1,000,000."

The Warner and the Colonial were sold outright by Albert M. Greenfield and Company for the Stanley Company. The Hamids acquired the lease-hold control rights to the two other houses, the Stanley and the Virginia. The Stanley and its adjoining shops were owned by the estates of George and James Bew. The Colonial was owned by the Friedberg Brothers, owners, Presidential Hotel.

The Hamids also gained control of a block of six stores adjoining the Stanley and of five stores on either side of the Colonial. Already owning Steel Pier, which has three motion picture theatres, and the Hollywood, Shore, and Astor theatres, the acquision makes the Hamids the largest single operator of film theatres in the city. The deal, likewise, marks the end of Stanley Warner operation in the Atlantic Coast resort, long termed by those in the Philadelphia area as a four-month summer operation.

Arbitration Snag Holds Up Roundtable Meet

Financing Of Plan Stymies Committee; Also Pre-Releases, Damages Unsettled. Government Okehs All-Industry Conference But Warns Of Anti-Trust Ban Violations

NEW YORK—Although a meeting of the joint committee on arbitration held last fortnight ended with all persons concerned optimistic as to final success in reaching an agreement, it was reported that snags might delay final agreement on the proposal. This would mean the all-industry conference might be delayed until April.

One of the stumbling blocks to immediate agreement on the arbitration issue, the proposed draft of which was approved in principle by TOA earlier, is reported to be who shall pick up the bill for the arbitration system, estimated at $150,000 per year. Distribution is reported to be willing to match all funds contributed by exhibition, but exhibition is reported reluctant to pick up the $75,000 annual tab. Other areas of dispute are said to include areas involving damages and pre-releases.

The proposed roundtable conference would be postponed because distribution and TOA both insist that the arbitration issue be settled before the conference is held. William C. Gehring, assistant general sales manager, 20th-Fox, had predicted at the national drive-in convention in St. Louis that last week's meeting would bring final agreement on the question, which would leave distribution free for a conference "within three weeks," but this prophecy seems doomed to failure. One committee member said that two or three meetings may settle the issue, or that it might take a series of meetings. He explained that there is no telling when either side may be willing to compromise on issues.

Both exhibition and distribution hope to keep the arbitration fees as low as possible to encourage exhibitors to use the system.

Meanwhile, an official of the Justice Department was quoted as saying that they could see no reason why exhibitors and distributors could not discuss film prices at such a conference, but warned that any collective action on pricing taken by distribution would run afoul of anti-trust laws which insist on each company conducting its business individually.

Distribs Win Underreporting Suit

NEW ORLEANS—Judgments were signed in favor of the distributor-plaintiffs in five percentage actions by Judges F. J. Stich, Civil District Court for the Parish of Orleans here last week. The judgments were the outcome of actions for percentage underreporting brought by RKO, Paramount, U-I, Loew's, and 20th-Fox against Bailey-Calamia Theatrical Interests, Harold H. Bailey, and I. Roy Calamia, operators, suburban Gentilly.

AA Net Dips Slightly For 26-Week Period

HOLLYWOOD—Announcement was made today by Steve Broidy, president, that the operations of Allied Artists Pictures Corporation and its wholly owned subsidiaries for the 26 weeks ended Jan. 1, 1955, as shown by the books without audit, resulted in a net profit before federal income taxes of $352,696 as compared with $361,871 for the corresponding period in the previous year.

In the 26 weeks, a reserve was set up for federal income taxes of $178,000. This reserve for the corresponding period in the previous year amounted to $181,000. The net profit for the period after this provision for federal income taxes, amounted to $174,696 as compared with $180,871 for the corresponding period in the previous year.

The gross income for the current 26 week period amounted to $5,786,784 as compared with $5,359,196 for the same period of the previous year.

Snaper Raps Sales Policies

NEW YORK—Wilbur Snaper, president, Allied Theatre Owners of New Jersey, last week issued a bulletin for the information of its members, which places the blame for rumored increase in false boxoffice reporting on the sales policies of distribution.

Although the bulletin states that the practice is "not to be condoned," it is "certainly understandable." The report asserts that "when a man's livelihood is threatened and his family's security is threatened by the wilful practices of a few men, he will fight with every means at his command."

Pointing up the necessity of carrying exhibition's fight against these sales policies to the heads of each company personally, the bulletin continues, "Many people say the presidents of the film companies have no idea of what is going on in relation to the small exhibitors. This is hard to believe. It might be wise, however, to find each president and discuss the welfare of his customers. Certainly, up to now, it has been of little avail to speak with sales managers."

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Toll-TV Fight Spurred By Exhib Donations

NEW YORK—Emanuel Frisch, president, Metropolitan Motion Picture Theatre Association, acting as spokesman for the joint committee on toll-TV, expressed gratification last week at the rate in which contributions are being received from both large and small theatremen. Frisch said that what was impressive was not the size of the contributions, but the number of them.

The meeting of the committee was unable to reach any decision on the matters on the agenda, largely because of the absence of many of the members.

Trueman Rembusch and Alfred Starr, co-chairmen, were absent, Rembusch being on vacation in Florida, and Starr because his wife has suffered a shoulder injury in an accident.

The committee received a report by public relations counsel Harold Wolff setting forth a program designed to offset the propaganda of the proponents of toll-TV.

Besides Frisch, those present at the meeting included Solomon M. Strausberg, Phil Harling, and D. John Phillips, Metropolitan Motion Picture Theatres Association; Max Cohen and Mort Sunshine, Independent Theatres Association of New York; Wilbur Snaper, Allied; and Ralph McClenhan, Kentucky Drive-In Theatre Owners Association.

Outside Aid Helps

NEW YORK—The joint committee on toll-TV announced last week that it has received communications from many interests outside of the motion picture industry expressing a desire to join in the fight against toll-TV.

Groups and individuals in the fields of radio, television, advertising, and sports have shown their interest in the question, and the committee reported that it was virtually certain that some of these groups would be used to further the fight to bring the issue before the public and the FCC. The committee spokesman said that the drive has been "immensely strengthened" by this outside support.

The committee met this week to discuss the situation and plan how to use this outside support in the best way, as well as to discuss activities of the past few months.

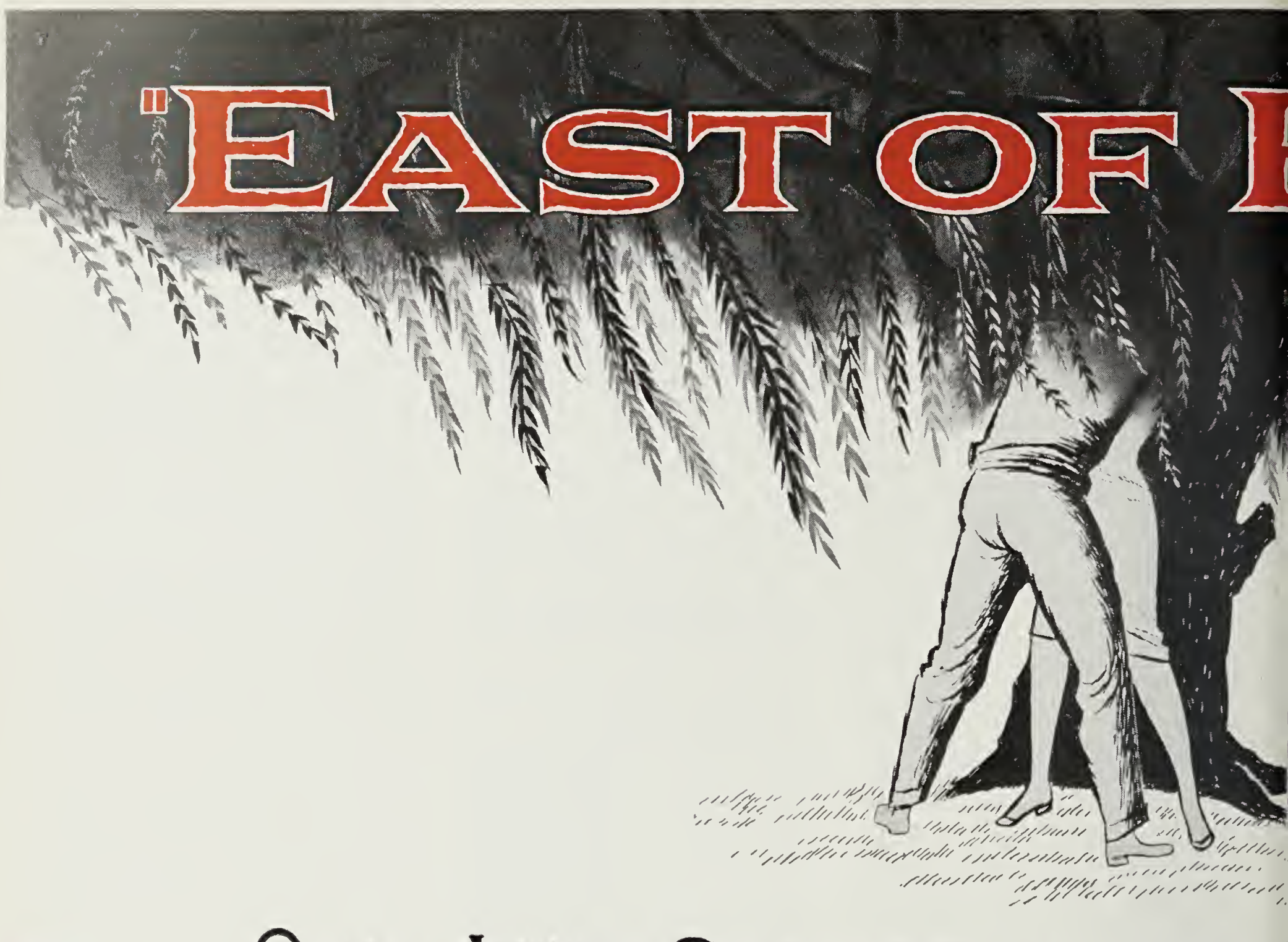
The committee is planning to stage public debates on the question, both in forums and in publications. The fund raising campaign is reported to be progressing.

Pathe Ups Two

NEW YORK—Walter G. Prusiewicz and Burton H. Bastede were appointed assistant treasurers of Pathe Laboratories, Inc., it was announced last week by James L. Wolcott, president.

Prusiewicz has been chief accountant of the lab since 1951, while Bastede came to Pathe from Chesapeake Industries, where he was controller.

"EAST OF E



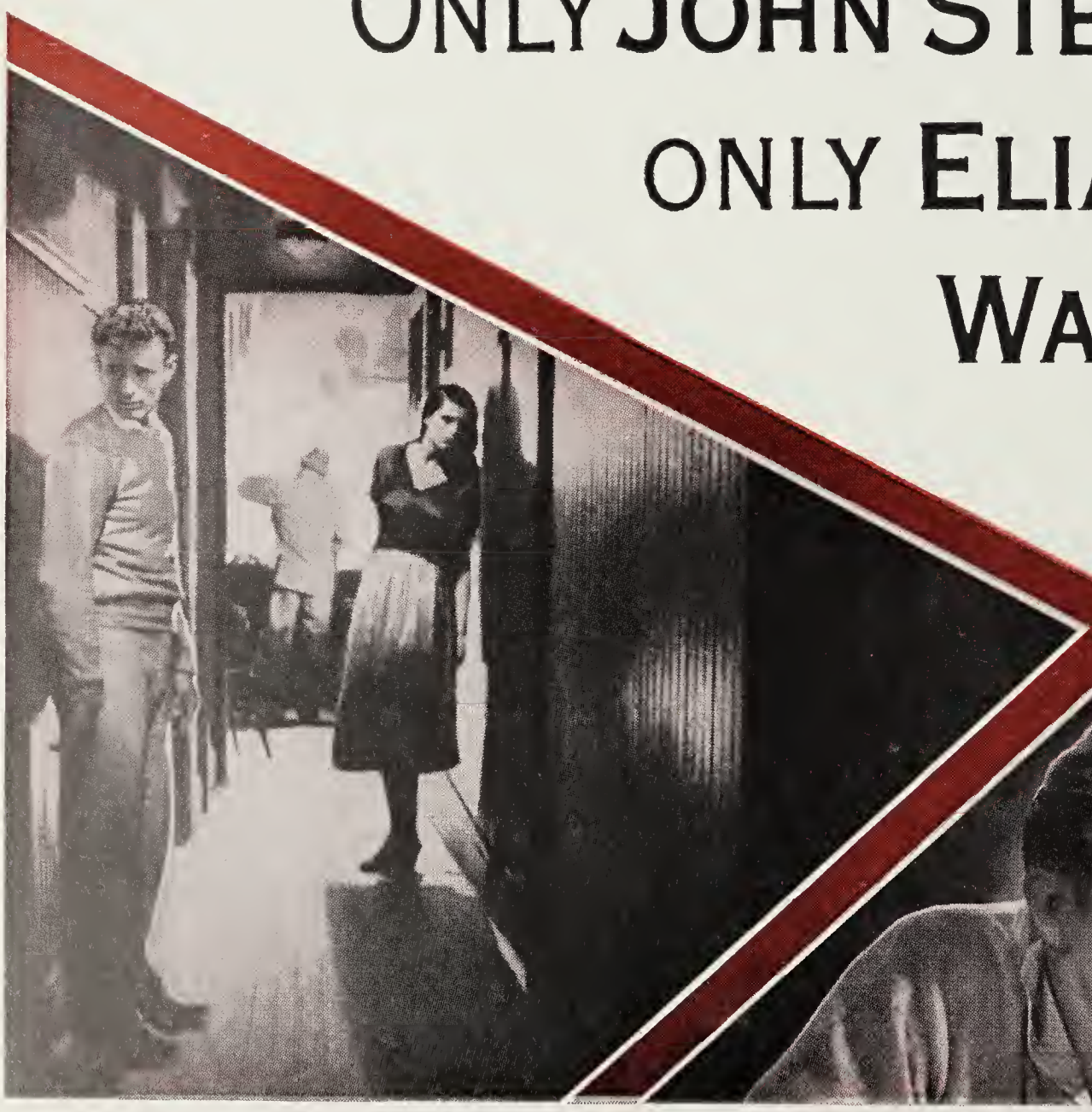
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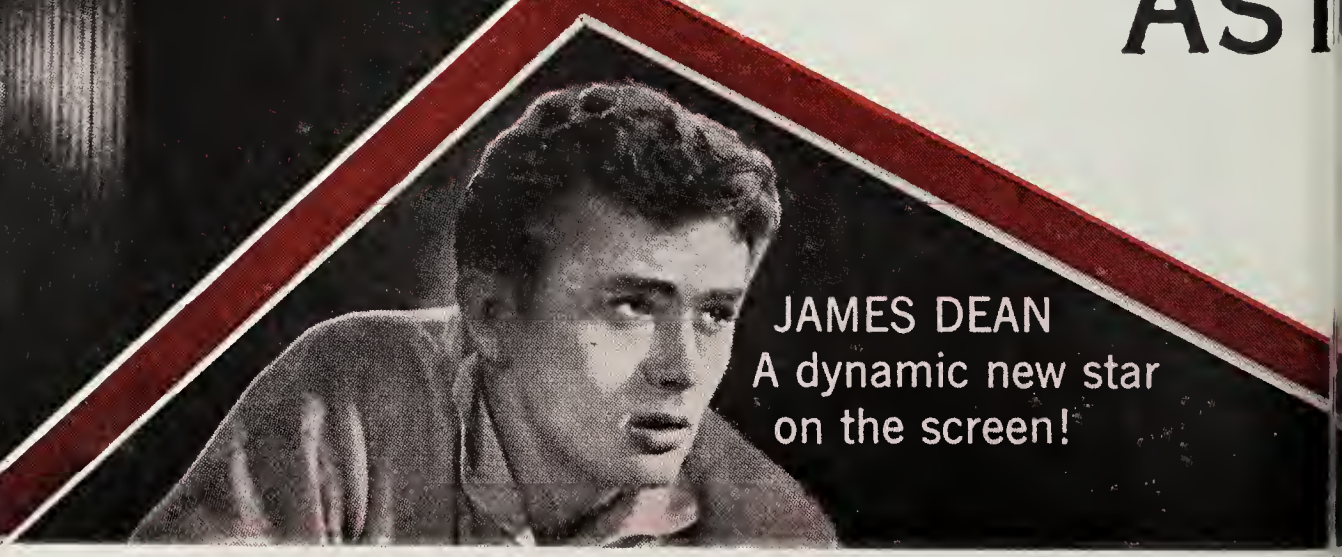
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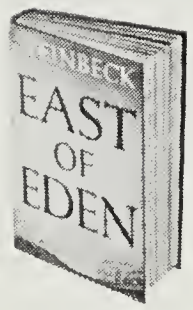
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MUSIC BY LEONARD ROSENMAN

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Mike Simons, MGM customer relations director, addresses a luncheon at Green Bay, Wis., launching the new theatre celebration.



The Orpheum, Green Bay, was one of the two theatres taking part in the promotion. It featured MGM's "Green Fire" as part of the dual premiere.



The Bay, participating in MGM's drive, shows "Bad Day At Black Rock" to a night crowd.

Leo Captures Green Bay

MGM'S Ticket Selling Workshop at Green Bay, Wis., got the benefit of seeing an all-out showmanship campaign in action when the company began its huge motion picture theatre celebration in that city with simultaneous premieres of "Bad Day At Black Rock," at the Bay, and "Green Fire," at the Orpheum. All avenues of publicity and exploitation were used to the fullest extent in this campaign.

Managed by MGM's district and field press representatives, Ivan Fuldauer and Louis Orlove; Elmer Brennan, district manager, Standard Theatres; and Harold Klika and Russel Leddy, managers, Bay and Orpheum, respectively, the campaign opened with the proclamation by Mayor Dominic Olejniczak that January was "There's more fun at the movies" month.

Eleven separate publicity breaks were obtained in the Green Bay Post Gazette in seven days; 900 lines of advertising were used, in addition to tieups with local merchants and H. C. Prange, Green Bay's largest department store; spot announcements were used on all four radio stations, and spot station breaks were arranged using special recordings by stars from the pictures; and interviews were arranged for theatre managers over WJPG. Fuldauer spent 90 minutes on the air with popular disk jockey Bill Walters. A testimonial dinner given for the theatre managers by the Chamber of Commerce was covered by WBAY-TV, on the opening day of the pictures. Other radio and TV time was arranged for also. Nineteen window displays used every possible merchant tieup with the two pictures, restaurants had napkins carrying celebration copy, and 16,000 heralds were distributed in the Sunday issue of The Milwaukee Sentinel, reaching half the homes in Green Bay.

This is only the beginning of this MGM campaign. It would be interesting to see what could be accomplished in raising attendance if all theatre owners were to expend as much effort on getting their product before the public.



A drug store with a key counter display of pictures from the two films and theatres add to the town's festive decor.



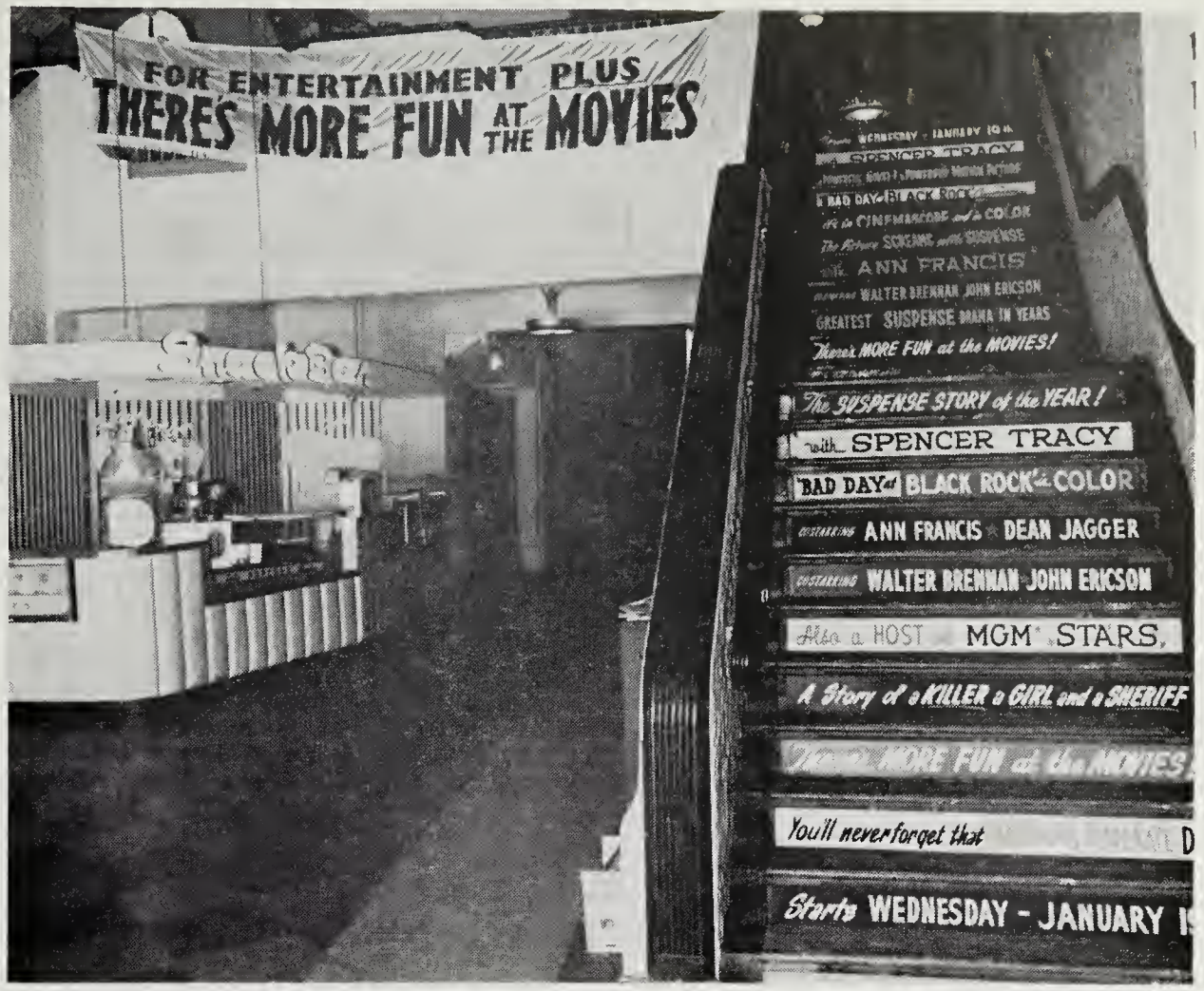
Another store window ballys the two pictures in as neat a premiere tieup as was ever seen.



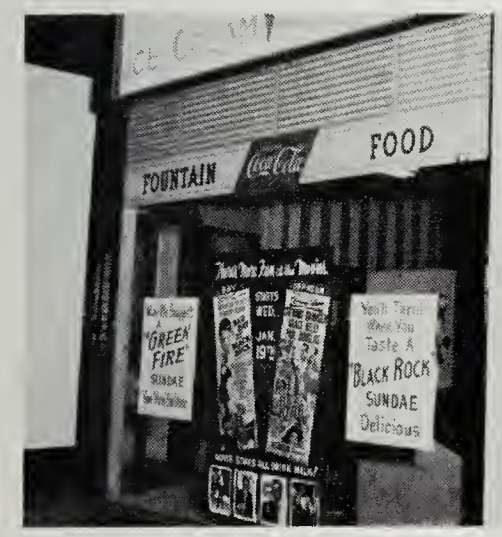
Russell Leddy, manager, Orpheum, receives a desk set from Hearly MacDonald.



Harold Klika, manager, Orpheum, is also honored by the Commerce Association head.



The Bay lobby showed good use of an 18' valance and staircards, getting across the ideas of MGM's theatre celebration to residents from miles around.







Left, an ice cream store names two sundaes the "Green Fire" and the "Black Rock"; center, at the luncheon, Jack Rudolph, Green Bay Press-Gazette; Don Arthur, program director, WDUZ, Green Bay; John Rieber, MGM, Milwaukee; Lew Breyer, ZIV Television Productions; Mel Oswald, business agent, Local 488, IATSE; Janet Skirvseth, motion picture editor, Green Bay Post Gazette; and, right, lamp-pole cards were posted.



A printing company turns over its full window to the display. Celebrities abounded and MGM apparently captured Wisconsin.



A camera store window catches the public's eye with posters for the two theatres, as all of Green Bay agrees that movies are fun.

COMPO Report Shows Increase In Active Theatres Since Tax Slice

NEW YORK—The number of active motion picture theatres in the United States totaled 19,101 at the end of 1954, a gain of 1,637 from the low point reached last March just prior to the granting of federal tax relief, it was revealed last week in a revised theatre tabulation made public by the Council of Motion Picture Organizations.

At the end of 1954, there were 15,039 active four-wall theatres and 4,062 drive-ins. Between the end of 1953 and 1954, there had been a net increase of 1,136 theatres of which 271 were drive-ins and 865 were four-wall theatres. At the March, 1954, low point, there were 13,553 four-wall theatres and 3,911 drive-ins.

On March 1, 1954 when Congress was still considering the admission tax, there were 6,280 closed theatres in the United States. At the end of 1954, the number of closed theatres had dropped to 5,651, a shift of 665 theatres. Eleven states, including New York, had more closed theatres at the end of 1954 than at the end of 1953, but the net changes in all such cases were small.

The tabulation shows that the total at the end of 1954 was within five theatres of the high point of 19,106 reached at the end of 1950.

The theatre census, prepared for COMPO by Sindlinger and Company, research analysts, includes as an "active" operation any theatre which closes only seasonally, such as a four-wall theatre at a summer resort or certain drive-ins which close two to five months a year.

AO Creates Film Division

SOUTHBRIDGE, MASS.—American Optical Company has created a new division to handle its motion picture products business, it was reported last week.

The new division will be headed by William F. Peck, who formerly managed the AO instrument division at Buffalo. The new division will be responsible for the exploitation and application of all company products made for the motion picture industry, and for all company activities relating to the commercial phases of the Todd-AO project.

Republic '54 Net Income Increased To $804,000

NEW YORK—Republic's net profit for the year ended Oct. 30, 1954, was up $106,985 over the same period in the previous 12 months, it was reported last week by President Herbert J. Yates.

Net profit after income taxes for the recent fiscal year was $804,202. Gross revenues amounted to $37,962,359, compared to $37,265,035. Bank indebtedness amounted to $2,259,771, as against $3,066,099 last year.

Yates reported to stockholders that progress was being made by the company's television subsidiaries, Hollywood Television Service and Studio City Television Productions, and anticipated that arrangements would be made soon to release the Gene Autry and Roy Rogers films to TV.

Two More Workshops Set

NEW YORK—Two more Ticket Selling Workshops have been added to the company's schedule, according to Mike Simons, customer relations head, who returned last week from Detroit, where he held the latest get-together of exhibitors gathered to hear MGM's various plans for hypoing business.

The first of these will be conducted May 6 at the Savory Hotel, Des Moines, in connection with the annual spring convention of the Allied Theatre Owners of Iowa and Nebraska. Arrangements were completed yesterday with Al Myrick, president.

MGM's San Francisco branch manager Sam Gardner completed arrangements for a Workshop in that city at the St. Francis Hotel on June 20.

Kahn Dies

NEW YORK—Henry W. Kahn, 67, president, Henry W. Kahn Enterprises, died last week at his home in Forest Hills. Kahn, who has long been associated with the export and import end of the motion picture industry, is survived by his widow and a daughter.



A distinguished audience of United Nations leaders and industry executives gathered recently at the U.N. General Assembly Hall, New York City, for the world premiere of "Assignment: Children," Danny Kaye's Technicolar film of his recent 'round the world trip on behalf of United Nations International Children's Emergency Fund, being released by Paramount. Seen here, left to right, are Ilya S. Chernychev, U.S.S.R., undersecretary-general; Mrs. Janet DeSalamanca, wife af the Bolivian delegate; Dr. August Lindt, Swiss observer; Hugh Owen, Paramount home office distribution executive; Franc Kos, Yugoslav delegate; Mrs. Kos; and Dr. William Borberg, Danish ambassador.

Penna. Censors Pass French "Game Of Love"

PHILADELPHIA—After rejecting the film in its entirety three times, the Pennsylvania censors last fortnight finally passed "The Game Of Love," prize-winning French motion picture based on a famous Colette novel, it was announced by Felix Bilgrey, attorney for Times Film Corporation. At the same time, vice-president William Shelton revealed that the scheduled first-run engagement of the film at the Lower Mall, a Cleveland art theatre, had been cancelled when the newspapers refused to carry advertisements mentioning the picture.

The Pennsylvania censors' reversal of their previously confirmed position calling for only a few minor deletions forestalls filing of a lawsuit challenging the constitutionality of the Pennsylvania censorship statute which has been in preparation by Bilgrey. Such a brief is already on file in the Baltimore City Court appealing the Maryland State Board of Motion Picture Censors' rejection of "The Game Of Love" and challenging the constitutionality of Section 66A of the Annotate Code of Maryland as a violation of the first and 14th amendments of the U. S. Constitution and of the Maryland Declaration of Rights.

Crown Joins AA

HOLLYWOOD—Alfred Crown, formerly president, Moulin Productions, has joined Allied Artists as a vice-president and special studio representative, it was announced last week by Steve Broidy, president, Allied Artists.

At the same time, it was revealed that Crown will serve Moulin Productions in an advisory capacity on the liquidation of those projects he has been supervising.

Crown will make his headquarters at the Allied Artists New York office, but will spend considerable time at the studio and make periodic trips to Europe on company production affairs. He will function as the studio's representative, both with American and foreign independent producers making films for Allied Artists release, and as the studio's liaison with the company's world-wide distribution offices.

G. Ralph Branton, Allied Artists vice-president, has returned to his office following 10 days in Honolulu, T. H.

Hayworth, Haymes To UA

NEW YORK—Rita Hayworth and Dick Haymes have formed their own motion picture producing company, Crystal Bay Productions, Inc., which will release its initial two pictures through United Artists, it was revealed last week.

Arrangements entered into with Arthur B. Krim, president, United Artists, call for the financing and distribution by the releasing company of the first two Crystal Bay productions starring Miss Hayworth with Haymes acting as producer. Both Miss Hayworth and Haymes also contemplate finding a story that will serve as a co-starring vehicle.

Production plans for the two films will follow immediately upon completion of Miss Hayworth's two-picture obligation to Columbia.

just another reason
why it's a pleasure
to do business with
20th Century-Fox!

DAILY VARIETY DAILY

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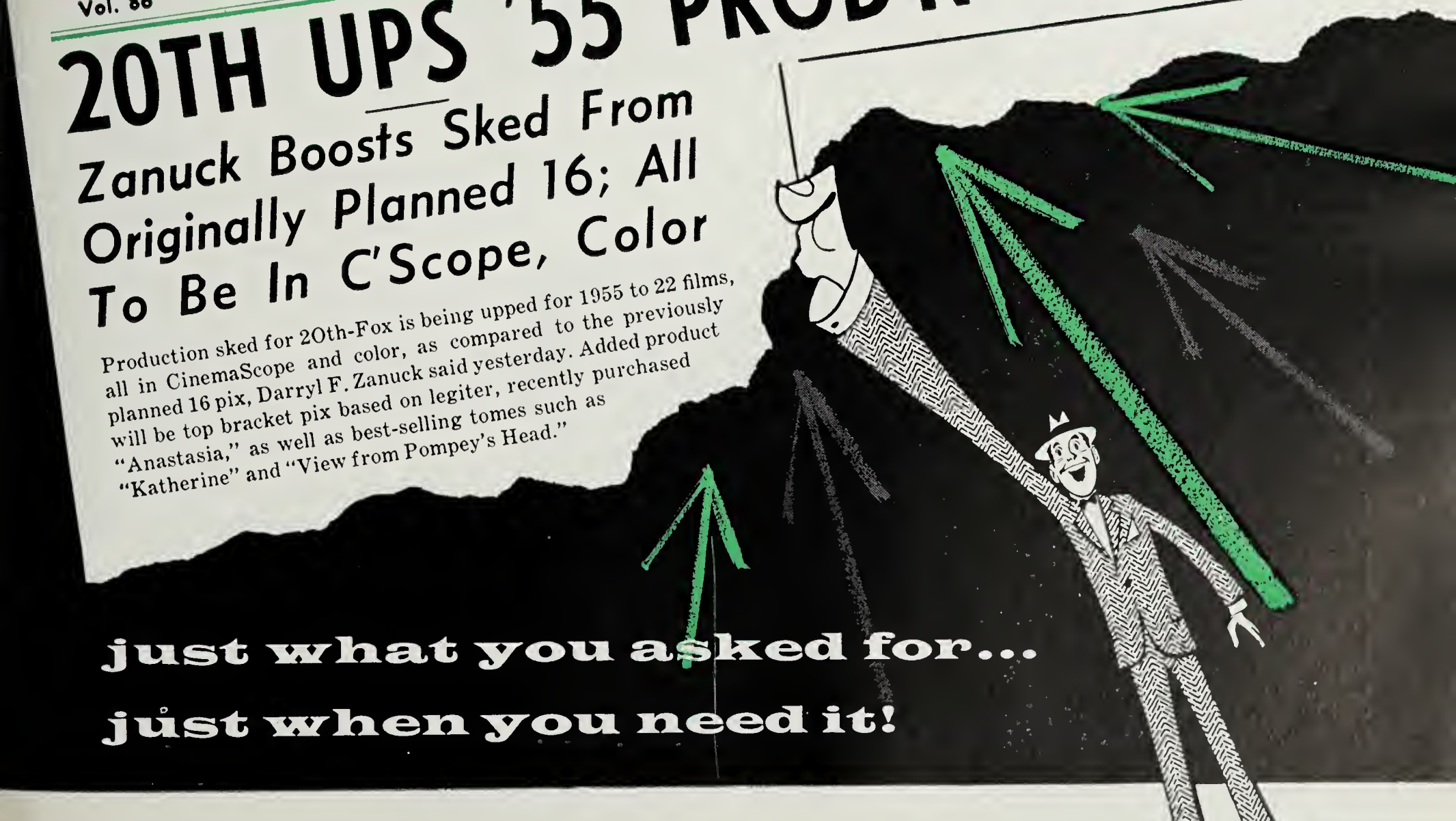
Hollywood (28), California, Monday, February 7, 1955

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20TH UPS '55 PROD'N TO 22 PIX

Zanuck Boosts Sked From Originally Planned 16; All To Be In C'Scope, Color

Production sked for 20th-Fox is being upped for 1955 to 22 films, all in CinemaScope and color, as compared to the previously planned 16 pix, Darryl F. Zanuck said yesterday. Added product will be top bracket pix based on legiter, recently purchased "Anastasia," as well as best-selling tomes such as "Katherine" and "View from Pompey's Head."



"War And Peace" Confusion Rife As Todd Wins Initial Skirmish

NEW YORK—At a press conference last week, producers Carlo Ponti and Dino deLaurentiis disclosed production plans for the film extravaganza, "War And Peace." Shooting is to start in a few weeks. In April, Finland is to be the locale for snow scenes and exterior action. Starting in June, interior sequences will be shot at the Roman studios. Through July and August, more exteriors will be filmed in Yugoslavia, and the shooting script will end in September in Rome. Plans call for the reconstruction and burning of Moscow and spectacular scenes containing the entire Yugoslav cavalry

In regard to the use of Yugoslav troops, a discrepancy seems to be present as to Marshal Tito's specific committments to deLaurentiis. While deLaurentiis unequivocally states that Tito has given his support to his version of the Tolstoy classic and cites a cable from Louigi deLaurentiis which tells of an authorization from Tito for the Yugoslav army to be used in the film, word from the Yugoslav consulate in New York contradicts this, designating Mike Todd as the maker of the authorized version.

A vagueness is also present as to the financial contribution Paramount will give to the VistaVision epic. With a tab of 4½ million set on the production, the producers declined to comment upon the financial arrangement between their group and Paramount affiliates, the only statement made being that U. S. money will be spent only when necessary for American technology and talent.

Horizontal VV For Paramount

NEW YORK—The Paramount, Times Square showplace and flagship of the nationwide ABC-Paramount Theatre chain, last week announced plans for a conversion program which will bring the theatre the largest screen in the world, according to Edward L. Hyman, AB-PT vice-president.

The reconstruction project will enable the Paramount to take advantage of the new horizontal projection VistaVision process which was developed by Paramount technical experts. Hyman revealed that the decision was made by himself and his associates following a recent visit to the Paramount studios in Hollywood, where they witnessed extensive demonstrations of new horizontal VistaVision.

Century Projector Corporation of New York is making the new projectors for the Paramount. First picture to be presented following the conversion will be Paramount's VistaVision Technicolor feature "Strategic Air Command."

Dudley Forms New Company

HOLLYWOOD—As part of its program of international expansion, the Dudley Picture Corporation last week announced formation of a wholly-owned subsidiary in Britain. The new company, which will handle future Dudley product in Europe, is Dudley Pictures International (G.B.), Ltd., with offices in London. Directors are Carl Dudley, C. Bruce Newbery, and Eric P. Hanney.

Four Disney Films To RKO For Latin America, Far East

HOLLYWOOD—A distribution deal whereby RKO will handle a quartet of Walt Disney's current properties throughout all Latin America and the Far East was jointly announced last week by Roy O. Disney, president, Walt Disney Productions, and J. R. Grainger, president, RKO, and Walter Branson, world-wide sales manager.

Pictures involved are "20,000 Leagues Under The Sea," "The Vanishing Prairie," "Toot, Whistle, Plunk and Boom," first CinemaScope cartoon, and "Willie, The Operatic Whale," 20-minute musical featurette.

Closing the deal, along with Roy Disney, Grainger, and Branson, was Leo Samuels, general sales manager for Disney's Buena Vista distributing company.

UA Buys Out Chaplin

NEW YORK—Robert Benjamin, United Artists board chairman, announced early this week that the UA management had purchased Charles Chaplin's 25 per cent interest in the corporation. This development leaves as sole holders of stock Mary Pickford, one of the founders of the company, who owns 33⅓ per cent of remainder, and the Benjamin-Arthur Krim management, which owns the balance of stock.

The company was founded in 1919 and the present management took over in 1951. Since that time, UA's annual gross has risen from $19,900,000 to a record figure in 1954 of $43,100,000. Original founders included Chaplin, Miss Pickford, Douglas Fairbanks, and famed director David Ward Griffith.

U-I Reissues Big Business

HOLLYWOOD—Over $7,000,000 has been paid by the Realart Corporation in the last seven years for U-I reissues, it was reported last week by Jack Broder, president, Realart. This figure is more than double the $3,250,000 figure mentioned in the original 10-year contract, signed in 1947. It is possible that the total for 10 years will triple the original figure.



For her unfailing cooperation and courtesy with the photographic press corps through the years, film star Joan Crawford was recently presented with the first annual "Golden Shutter Award" of the Los Angeles Press Photographers Association. From left to right are seen Sam Israel, U-I studio publicity director; Miss Crawford; Phil Bath, president of the association; and Jack Diamond, assistant studio publicity director.

Loew's Income Mostly From Production End

NEW YORK—Stockholders at Loew's annual meeting last week reelected all directors, although management was criticized by minority holders on many counts. Officers, led by President Nicholas M. Schenck, were also reelected.

Charles C. Moskowitz, vice-president and treasurer, predicted that Loew's, Inc., earnings for the second quarter would be less than the same period last year. Howard Dietz, vice-president and MGM director of advertising, publicity, and exploitation, predicted that, on the whole, business would be better during the whole year, pointing out that good pictures were doing good business all over the country, and that "Hit The Deck," "Glass Slipper," "Interrupted Melody," and "Blackboard Jungle" were to be released soon. Moskowitz, replying to a question from the floor, stated that the ratio of earnings between the picture company, engaged in production and distribution, and the theatre circuit was 60 to 40.

General topics of criticism from minority stockholders were the level of officer salaries, small stockholdings by some directors, employment contract provisions, the working of the company's retirement fund, and others.

James Fuller, Coral Gables, Fla., introduced a resolution calling on the board to give careful consideration to the engaging of independent appraisers to survey all company properties valued at over $500,000. Although the motion was defeated, Moskowitz, who acted as chairman of the stormy session, said that the board would give it consideration.

Saul E. Rogers, vice-president and general counsel, old Fox Film Corporation, made four proposals, place the retirement fund on a participation basis; make a general survey of financial operations, cutting expenses and salaries to raise earnings; a further review of the Mayer and Rubin settlement; and outside representation on the board, for which he nominated Judge Louis Goldstein, who declined after criticizing management.

Silverstone On Tour

NEW YORK—Murray Silverstone, president, 20th-Fox International and Inter-American Corporations, arrived in Mexico City last week on the first leg of a two months flying tour of Latin and South America. His trip is in conjunction with the international organizations' current sales drive and to discuss in person with the territorial staffs plans for capital premieres of "A Man Called Peter" and the progress of CinemaScope installations.

In addition to visiting every country in Latin and South America, Silverstone will address regional conventions in Mexico, Peru, Argentina, Brazil, and Venezuela before returning to New York on April 14.

Fortune Expands Lineup

NEW YORK—Jules B. Wiell, president, Fortune Features, announced last week that he will offer the industry a minimum of 10 features a year, half of them in color. Weill left for Europe last week to look for films to add to his lineup.

LIGHT UP YOUR MARQUEE WITH THE STAR OF "WHITE CHRISTMAS" AND "KNOCK ON WOOD"!

DANNY KAYE
IN
ASSIGNMENT CHILDREN

PRESENTED BY
THE UNITED NATIONS AND THE MOTION PICTURE INDUSTRY
A PARAMOUNT RELEASE
Color by TECHNICOLOR

This wonderful 20-minute featurette will do wonders for your theatre, for you and for the children of the world. Danny Kaye, with all his humor, talent, warmth and charm, was the ideal personality to be the United Nations' Ambassador-At-Large to the youngsters of India, Burma, Hong Kong, Korea and Japan. You never put on your screen a more appealing picture. And no picture ever offered you a more unique programming opportunity. Entire film rental proceeds will go toward furthering the work of UNICEF.

ALL HONORS TO DANNY...



Photoplay Magazine Achievement Award

Parents' Magazine Family Medal

California Fashion Creators Award

Foreign Press Correspondents Award

Humanitarian Award of Denver Hospital



It's an honor for all our industry to join Danny in his great work!

The International Scene

Canada

"Waterfront," Brando Win Critics Award

TORONTO—Columbia's "On The Waterfront" was chosen by Canadian critics as the best film of 1954. The critics also chose Marlon Brando, the picture's star, as the best actor of the year.

In a poll among the critics conducted by The Canadian Film Weekly, the bulk of the top 10 pictures were from MGM, with three, followed by Columbia and Paramount, each with two, while J. Arthur Rank, Universal-International, and Associated British each had one.

The top picture was followed in order by "Rear Window," "The Little Kidnappers," "The Caine Mutiny," "Seven Brides For Seven Brothers," "The Glenn Miller Story," "Hobson's Choice," "Executive Suite," "Sabrina," and "Julius Caesar."

In order of choice, the rest of the stars were Humphrey Bogart, James Stewart, Grace Kelly, William Holden, Audrey Hepburn, Vincent Winter, Gregory Peck, Eva Marie Saint, and John Wayne.

Four of the 10 films were in color, while only one, "Seven Brides For Seven Brothers," was in CinemaScope. A total of 80 were voted by the critics from an eligible list of 157 features.

Meantime, the theatre-going public is being asked to pick their favorites in a contest for 1954's best film, best actor, and the best actress, with the prize a seven-day all-expense-paid trip to Hollywood for two persons. The contest ends March 5.

Many of the theatres in the country are cooperating by putting up posters on the contest in their lobby and decals on their boxoffice windows. The theatres consider it an important hypo for business with newspaper stories every day helping to spur interest.

Entrants are required to name their choice of 1954's best 10 films in order of preference, along with an actor and an actress as their selections in the best performances category. With the ballot must go an explanatory note of 500 words.

At the end of the contest, a master ballot will be prepared from the selections. The person whose entry most closely approximates this master ballot will be the winner. In the case of a tie, a panel of experts will then vote for logic and clarity.

Canadian Comment

The Canadian Picture Pioneers picked five new directors for the board this year at the recent annual meeting in Toronto. The five new men include George Oullahan, Frank O'Byrne, Harry Lester, Charles Dentlebeck, and George Altman. The others elected were Morris Stein, Harold Pfaff, Dan Krendel, Tom Daley, and Clare Appel, with Nathan A. Taylor elected as president to serve a fourth term. Morris Stein is vice-president, and Tom S. Daley is secretary-treasurer. Charles Dentlebeck heads membership, Harold Pfaff sick and welfare, Clare Appel public relations, and



U. S. Charge d'Affaire Butterworth, right, and Mrs. Butterworth are seen as they arrived for the recent opening of Paramount's "The Bridges At Toki-Ri," Leicester Square's Odeon, London, England. They are being greeted by Fred Hutchinson, left, Paramount's managing director of sales in Great Britain; and Tony Reddin, director of publicity, second from right.

Dan Krendel the golf tournament. The 11 men were elected from among 20 nominees. The Ontario directors constitute the senior board of the national organization, and the officers they choose from among themselves have national authority, which the other Pioneer branches in different parts of the country accept. The Board of Directors has ratified a proposal made at the meeting by Charlie Stephenson, one of those honored at the last Award Dinner, that Will McLaughlin, Ottawa film columnist who was also honored, be made an honorary member.

The motion picture industry under the chairmanship of Gordon Lightstone, general manager, Paramount in Canada, again is cooperating to help put over Brotherhood Week in Canada, with local theatres helping in their own communities. Brotherhood Week is sponsored by the Canadian Council of Christians and Jews, of which Richard D. Jones, Toronto, is executive director.

Bob Knevels, Tivoli, Windsor, heads the newly-reorganized Essex County Theatres Association, which will take the place of the Essex, Kent, and Lambton Theatres Association for those members in Essex County. It was found that insufficient cooperation was forthcoming from the other counties, except for Chatham. Head of the old association was Edward C. Lamoueux, who did not run again.

Less was spent on theatre construction in Canada in 1954 than in 1953. It was a drop of .2 per cent from the $3,075,300 of the previous year. Although the decline is negligible, it is the reverse of the trend of all construction in Canada which rose 6.8 per cent during the same period. The dollar value was less, but numerically, there was a gain of seven over 1953 for a total of 71 contracts awarded. Since wartime restrictions were lifted in 1946, 811 theatre contracts valued at $45,540,600 have been let.

A national tieup between Liberty Magazine and Odeon Theatres (Canada), Ltd., for the film, "Chance Meeting," based on the theme of the feature, has been arranged. The contest calls for entries from couples, married or single, who had many obstacles to overcome during their romance. It is known as "Liberty's Chance Meeting Contest." Winners will receive an all-expense paid holiday to the Hotel Hana Maui in Hawaii via Pan American. The couple will also receive a complete summer wardrobe and luggage.

CINE CHATTER: The premier of Ontario, Leslie Frost, will be the speaker along with George Hoover, Miami, international chief barker, and Ed Emanuel, Philadelphia, international representative, at the annual graduation dinner of the Variety Club of Toronto. . . . A Canadian-produced film, "The Stratford Adventure," produced by the National Film Board, is among those films nominated for an Academy Award. . . . Meeting in private session in Hamilton, was the IATSE executive board. While in Hamilton, they were entertained by Local 303, the Hamilton local, and then they journeyed to Toronto for hosting by Local 173. . . . The Scarboro Drive-In has been acquired by Twentieth Century Theatres Corporation, Ltd. The 1,000-car drive-in at Toronto's eastern outskirts gives the theatre chain four of the five city's drive-ins. . . . Heading the ticket committee for the Annual Variety Club graduation night are George Altman and Joe Bermac. . . . Jack Fishman, Sault Ste. Marie, has been granted permission by the township council of West Ferris, Ontario, to build a drive-in between Lavase River and Cook's Creek.

—HARRY ALLEN, JR.

Australia

William E. Kollmyer, formerly manager, Westrex Company, India, was en route to Sydney, Australia, on board the S.S. Orsova. Upon arrival, he will take over his new duties as manager, Westrex Australia Pty, Ltd.

Brazil

United Artists' Ribeirao Preto branch here has won the grand cash prize in the year-long 35th Anniversary International Sales Drive honoring President Arthur B. Krim, it was announced by co-captains Arnold M. Picker, vice-president in charge of distribution, and Louis Lober, general manager, foreign department. The Ribeirao Preto office, managed by Waldemar Rodrigues, topped the 86 UA overseas branches in Europe, Asia, Africa, Latin America, and Australia that competed in the sales push. Picker and Lober concurrently announced that the grand prize in the exploitation phase of the 12-month campaign has gone to Great Britain, whose publicity director is Joe Pole. The Australian head office, topped by managing director Ron Michaels, has won first place in the administration competition.

Ireland

Patrick Farrell, chief barker, Variety Club of Ireland, announced that the 1955 Crew members are B. T. Britten, first assistant; Abe Elliman, second assistant; Pat Brady, dough guy; Des. O'Keeffe, property master; and Dermott Kealy, press guy.

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FOR SOCK SERIAL *BOX-OFFICE!*



BLACK ARROW

Reprint

THE KIND OF ACTION SERIAL FANS WANT IN THIS

SOCK SUPER SERIAL

from **Columbia!**

Indians battle renegades! Outlaws fight for hidden gold! Bowie knives flash! Horses stampede! Rioting redskins hit the warpath as all fury thunders out of the West!

with

ROBERT **SCOTT** · ADELE **JERGENS** · ROBERT **WILLIAMS** · KENNETH **MacDONALD**

Original Screen Play by Sherman Lowe, Jack Stanley, Leighton Brill, Royal K. Cole

Produced by RUDOLPH C. FLOTHOW · Directed by LEW LANDERS

BOOST YOUR MATINEE BUSINESS WITH Columbia's ACTION-PACKED CAMPAIGN BOOK!

Paramount Earnings Up From Last Year

NEW YORK—Barney Balaban, president, Paramount, reported last week that estimated earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the fourth quarter ended Jan. 1, 1955, were $2,613,000 after provision for United States and Canadian income taxes. These estimated earnings represent $1.19 per share on the 2,195,027 shares outstanding and in the hands of the public as of that date, as compared with consolidated earnings for the corresponding quarter last year of $1,783,000 or 80 cents per share on the 2,217,051 shares then outstanding.

Consolidated earnings for the year ended Jan. 1, 1955, after taxes are estimated at $9,003,000. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately $832,000, after deducting applicable income taxes. These estimated earnings, including such net profit on sales of investments represent $4.10 per share and, excluding such net profit, $3.72 per share, as compared with consolidated earnings for the year 1953 of $6,779,563 or $3.06 per share on the shares then outstanding.

The board voted a quarterly dividend of 50 cents per share on the common stock payable March 15 to holders of record on March 4.

GPE Profits Soar

NEW YORK—Net profit after federal taxes reported last week by General Precision Equipment Corporation for 1954 was $5,488,089.

This amounts to $6.49 per share of common stock, compared to $5.09 per share in 1953, when the net profit was $3,436,349. Net sales last year amounted to $123,322,634, compared with $87,763,925 in 1953. Profit before federal taxes was $11,725,089, against $7,840,349.



Pierre Ludwig, retiring from his duties as senior accountant in the U-I home office after 39 years, is seen with his brother, U-I home office auditor Joseph Ludwig, at the recent farewell luncheon tendered him by 85 friends and associates in the banquet room of the New York Athletic Club.

TV Rule Reversed

WASHINGTON—The United States Court of Appeals last week unanimously declared that the Federal Communications Commission rule limiting the ownership of any person or corporation to seven TV stations (two of which must be UHF), was invalid.

The court said that "the selection of a number, beyond which no multiple owner will be permitted to go, regardless of what he may be able to show in his own behalf," is contrary to the Federal Communications Act. An appeal to the Supreme Court is likely.

The court acted to uphold a request by Storer Broadcasting Company that an FCC denial of their application for a station in Miami should be voided. The FCC had denied Storer Broadcasting Company's application on the grounds that Storer already had an interest in five such stations.

The court also ruled that since the Commission had not granted a hearing to Storer, it had denied to the broadcasting company the benefits of due process of law.

This Was The Week When.....

UA's "Big House, U.S.A." was set for its world premiere at the Fox, Detroit, tomorrow (March 3). . . . Aaron D. Cushman and Associates, Chicago public relations firm, formed a motion picture department and was retained for work on U-I's world premiere of "Captain Lightfoot." . . . RKO received a distinguished service scroll from the Freedoms Foundation at Valley Forge for the short subject, "The Iron Fence." . . . New York Senator Herbert Lehman, in a speech before the Senate, saluted U-I star Suzan Ball for her courage. . . . Susan Hayward headed a delegation of entertainment personalities at the three theatre simultaneous world premiere of 20th-Fox's "Untamed" at Wometco's Carib, Miami, and Miracle, Miami, Fla. . . . The Christian Herald selected two films for 1954's picture of the year, Walt Disney's "The Living Desert" and "The Vanishing Prairie." . . . Associated Artists' "The Naked Heart" was set for its American premiere at the 55th Street Playhouse, New York, following the theatre's Golden Age of the Cinema revival.

Brandon Films, Inc., acquired prize art films from Britain, Belgium, France, and Mexico for release in this country. . . . "A Love Story," being distributed by Sam Nathanson's Gibraltar Motion Picture Distributors, Inc., was set for its western premiere at the Downer, Milwaukee, in the latter part of March. . . . Allied Artists set the world premiere of "Seven Angry Men" for March 30 at Osawatomie, Kans., where abolitionist John Brown engaged in his first battle. . . . U-I announced that chief Ben American Horse, 84 chief of the Sioux nation, and his niece, beauty contest winner Darlene Rooks, will make a 13 city tour on behalf of "Chief Crazy Horse." . . . U-I's "Man Without A Star" was revealed to be premiered at the Goldman, Philadelphia, with Kirk Douglas in attendance and making a seven city promotional tour. . . . The first cartoon serial, "The Adventures Of Felix The Cat," produced by Pat Sullivan in 10 episodes, was announced for spring release by Sam Baker-David Brill Associates.

Survey Shows Rise In Theatre Operations

WASHINGTON—The Department of Commerce last week issued a survey showing that the number of motion picture theatres operating in the world has risen to 108,537, an increase of nine per cent since 1951, when the number was listed as 99,543.

The survey, conducted by Nathan D. Golden and Earl H. Young, scientific, motion picture, and photographic division, Business and Defense Services Administration, Department of Commerce, revealed that though the United States has experienced a sharp decline in the number of four-wall theatres, the number of drive-ins has increased substantially.

Competition from foreign made films has increased during 1951-55, the survey indicates, estimating that in 1951 74 per cent of the feature films shown throughout the free world were made in the United States, while only 68 per cent are now made here.

The theatre building boom in Canada has added 330 theatres since 1951, 160 of them being drive-ins. At the end of 1954, 36 drive-ins and 49 conventional theatres were under construction by our northern neighbor. Indications are that the boom will continue.

Atlas Buys More RKO Stock

WASHINGTON—The Atlas Corporation purchased 115,100 shares of RKO Pictures Corporation common stock during the month of December, a Securities and Exchange Commission report revealed last week. This will increase the holdings of Atlas in RKO to an even million shares.

The Commission also reported that Edward J. Noble had given 200,000 shares of common stock in American Broadcasting-Paramount Theatres, Inc., to the Edward John Noble Foundation, leaving his holdings at 8,949 shares.

Other transactions reported in December were Theodore R. Colborn, 200 shares of RKO common, his total holdings; Preston Davie sold 100 shares of Universal Pictures Company, leaving himself 9 shares; Howard Dietz, Charles M. Reagan, and Benjamin Melnicker each bought 100 shares of Loew's common, making their holdings 115 shares, 100 shares, and 300 shares, respectively.

Officers Reelected

HOLLYWOOD—All officers of AMPP and Central Casting Corporation were reelected last week at the annual meeting of the two organizations.

Officers of AMPP are Eric A. Johnston, president; Y. Frank Freeman, board chairman; Lewis K. Sidney, vice-president; B. B. Kahane, vice-president; Charles Boren, vice-president in charge of industrial relations; and James S. Howie, secretary-treasurer.

Officers of Central Casting Coporation are Freedman, president; Fred S. Myers, vice-president and board chairman; Boren, vice-president and general manager; and Howie, secretary-treasurer. Members of the AMPP and Central Casting boards are unchanged with the exception of the addition of Steve Broidy to the board of AMPP.

REPRINTED WITH RELUCTANCE: *The following editorial was editorially criticized by Publisher Jay Emanuel in the belief that it constituted an intemporate and biased attack and was not supported by the record. For an explanation of the reason it is now being reprinted, please refer to the Editorial Page of this issue.*

BARNEY BALABAN'S PIPE DREAM (Harrison's Reports—January 8, 1955)

In a four-page advertisement inserted in this week's trade papers, Barney Balaban, president of Paramount Pictures, has this to say, partly, in a statement:

"It is important at this time, I believe, to review what Paramount's development of the Horizontal VistaVision Camera means —and will continue to mean—to exhibitors in terms of increased theatre admissions and to the future of our industry.

"Paramount's first VistaVision picture, 'White Christmas,' has now played widely to solid top grosses, in many cases to all-time record-breaking results.

"More important—'White Christmas' proves the wisdom of Paramount's policy as regards the wide screen.

"From the start our company was unwilling to rush into adopting any wide screen system technically not yet perfected and which would place an undue economic burden on our customer, the exhibitor.

"With faith in our studio's fine scientific department, Y. Frank Freeman and I authorized expenditures of several millions of dollars in the efforts to develop to perfection a system of photography and projection which would furnish to exhibitors everywhere the best photographed pictures in the ideal 2-to-1 proportion on the largest possible screen at the least possible expense to the theatres."

Balaban then goes on to say that Paramount has produced a special 20-minute featurette containing the highlights of ten completed VistaVision pictures made by the company, and that it will furnish prints of this short subject to the theatres without charge for the entertainment of their audiences.

He concludes his statement with these remarks: "I sincerely believe that this is a most important film. I think that, seeing it, you will visualize for the first time a new world in motion pictures and its vast potentialities. I am confident that, having seen it, you will agree that the real technical and financial future of our industry rests upon the ultimate photographing and projecting of motion pictures standardized on the principles of the Horizontal VistaVision Camera."

From what Balaban has to say, it is apparent that he is trying desperately to convince the exhibitors that VistaVision is of itself a drawing factor at the boxoffice, and as proof of it he points to the outstanding business being done by "White Christmas."

In pointing to the top grosses earned by "White Christmas" as proof that VistaVision means something "in terms of increased theatre admissions," Balaban is either kidding himself or insulting the intelligence of the exhibitors. He gives no credit to the name of Irving Berlin and the very wide popularity of the song "White Christmas," nor does he mention the undeniable drawing power of Bing Crosby and Danny Kaye, the principal stars of the picture.

As an entertainment, "White Christmas" is only fair, and the majority of the nation's movie critics gave the picture no more than such a rating in their reviews. A number of them have, in fact, panned the picture for its weak story and have pointed out that it wastes the talents of such fine performers as Crosby and Kaye. The picture, however, is doing top business, despite the adverse reviews, and the logical reason, as any usher knows, is the commercial value of the title and the drawing power of the stars.

As has been pointed out in these columns from time to time, Paramount, ever since it introduced VistaVision to the trade last March, has consistently practiced deceit in trying to build it up as being something more than the mere photographic process that it is. There is no need to recount specific examples of this deceit, for they have been cited by this paper and are well known to its readers. Suffice it to say that Balaban's current effort to use the boxoffice success of "White Christmas" to convince the exhibitors that VistaVision is a drawing factor at the boxoffice is another example of this deceit, and it certainly has all the earmarks of the opening gun in a campaign to persuade the exhibitors to come through with higher rentals for pictures that have been photographed in VistaVision.

But it is doubtful if the exhibitors who have seen VistaVision, as well as those who have played "White Christmas," will be taken in by this deceit, for they now know, as this paper has pointed out from the start, that the process offers no more than a picture of the conventional wide-screen type, except that it is somewhat sharper and brighter. And they know also that the improvement in the photography is not noticeable enough to the average moviegoer to make any difference at the boxoffice.

To get back to Balaban's statement, he points out that, from the start, his company "was unwilling to rush into adopting any wide-screen system technically not yet perfected and which would place an undue economic burden on our customer, the exhibitor." It does not take a mastermind to understand that Balaban is referring to CinemaScope. Let us, however, take a look at the record to see if his effort to knock CinemaScope while boosting VistaVision can stand up in face of the facts.

As of today, there are more than 14,000 theatres throughout the world that are equipped to show CinemaScope productions. Of this total, 10,500 are in the United States and Canada, and 3,500 in foreign countries. At the rate of current installations, it is estimated that, by the end of July, more than 13,000 domestic theatres will be equipped, with the figure in foreign countries reaching 7,500.

Production-wise, the record shows that, with the exception of Paramount and Republic, all the American film companies as well as many foreign producers are making CinemaScope pictures, and it is estimated that 125 such pictures will be produced during 1955.

These statistics provide the irrefutable proof that CinemaScope, which has been on the market for only fifteen months, has earned world-wide acceptance and acclaim. Moreover, it is generally agreed within the industry that CinemaScope, more than any other factor, rekindled the public's interest in the movies and was responsible for the industry's comeback in 1954.

As to VistaVision, that process was introduced to the trade in March of 1954, and in the ten months that have passed not one American producing company, other than Paramount itself, has either utilized the process to date or announced its intention to use it on a specific picture. Overseas, the only foreign producer to take up VistaVision is J. Arthur Rank, and in his case there is a question as to whether he was motivated by a sincere belief in the value of the process or by a desire to combat 20th Century-Fox in his continuing conflict with that company over CinemaScope.

In his statement, Balaban points out that he is confident that "the real technical and financial future of our industry rests upon the ultimate photographing and projecting of motion pictures standardized on the principles of the horizontal VistaVision camera," but it is apparent from the record that, aside from himself, and possibly, J. Arthur Rank, other production executives are not of the same mind, for they seem to be ignoring VistaVision even though it is being hailed by Balaban as "Paramount's gift to the industry." And if Balaban thinks that high-sounding phrases and high-powered ballyhoo are enough to convince the exhibitors that VistaVision itself is a plus factor at the boxoffice, he will soon learn that he is fooling no one but himself.

Konecoff

(*Continued from page 6*)

other kind of film. This may be disputed by the Disney organization.

THE KISS BIT: Cleo Moore, known for her kisses and other physical characteristics, was in Philadelphia doing some publicity for Columbia's "Woman's Prison" as well as to raise some dough for the March of Dimes. At TV station WPTZ, she was to kiss someone who would then proceed to turn handsprings right out of the studio.

The only physically-equipped volunteer was the show's director who has experience with flips but not with Moore, who kissed him and at the same time lifted ten bucks from said director for the campaign. We never did get to find out if he really "flipped his lid" afterwards or not.

ADVANCEMENT NOTE: One minute you're leading patrons to their seats at the Trans-Lux 85th Street and the next thing you know you're one of the stars in Warners' forthcoming dramatic triumph, "East Of Eden," by John Steinbeck. Or at least that's what Warners claims happened to Richard Davalos a few months ago. Nobody bothered to supply any of the gory in-between details.

DOUGH DEPARTMENT: Peter Dana, connoisseur of food and eastern district manager, Universal-International, has a wonderful mailing piece out plugging company product which he swears will make for a bulging boxoffice. After properly getting fat on a U-I diet, Pete then urges that weight be taken off and obligingly provides a calorie chart.

Well, we can't complain of a bulging boxoffice but those other bulges, wowie. That calorie thing might come in handy some day.

THE METROPOLITAN SCENE: Columbia moving their home office to 711 Fifth Avenue in April??? . . . Print of "Oklahoma" (CinemaScope version) was supposed to have been sneaked in a suburban house with very good reaction. . . . 20th Century-Fox and McGraw-Hill Books concentrating on a joint drive to publicize both the picture and book on "A Man Called Peter," with newspapers the country over, book stores, department stores, etc., getting ads, display material, etc. Dealers are urged to get together with exhibitors on a local level. There's a special movie edition off the presses tagged at $1.98. . . . Wherever "Cinerama Holiday" opens, there shall a special rug be spread. Thus it was written in a Lynn Farnol press release that a firm has been commissioned to weave a magnificent carpet of red and gold and containing a "CH" monogram in its exact center. Said rug is to usher audiences into flights of fancy and magic travel. Away we go. . . . If any of you movie or TV producers want to use the Palisades Amusement Park for backdrops it can very easily be arranged. They'll even throw in the facilities available. . . . Okeh pressbooks are out on "The Racers" and "Romeo And Juliet." . . . Catherine Marshall, whose "A Man Called Peter" has been a best seller, will make a special tour to New York from her Washington home to see the first screening of the filmization of the story at the Fox home office.

Tushinsky Names Italian Superscope Distributors

HOLLYWOOD—Joseph and Irving Tushinsky have appointed Nicole Bezzaro and Castelli and Company as Italian distributors of lenses and to handle deals for Superscope process with producers, it was reported last week.

The deal followed reports that 25 Italian film producers will make approximately 50 features in Superscope in the next 12 months.

The new distributors have formed a company to handle Superscope interests which will be known as Societa Italiana Superscope, with home offices in Rome, and branch offices in eight other cities. Branches will be located in Bolobna, Milan, Florence, Venice, Naples, and Genoa, and also on the islands of Sicily and Sardinia. The first shipment of lenses has already been made to the new company.

UA Drive Nears Close

NEW YORK—As United Artists' Bob Benjamin Drive rolls toward the March 5 wind-up and distribution of $50,000 in cash prizes, the Washington, Cleveland, and New Haven exchanges have moved into the lead in the overall standings it was announced last week by co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

The front-running branches in the six-month salute to UA's board chairman are headed by Sidney Cooper, Washington; Dave Rosenthal, Cleveland; and Irving Mendelson, New Haven.

Murphy Speaks On Product

NEW YORK—George Murphy, MGM studio public relations head, told a luncheon of the Film Estimate Board of National Organizations that the major motion picture studios of Hollywood are striving to find the proper level in providing enough product to utilize all available playing time in theatres.

Murphy told the gathering of 200 film reviewers that the motion picture industry depends on the public's acceptance and good will, and that the reactions of unbiased film reviewers give producers an idea of what the public wants for entertainment.



During his recent visit to Cuba, J. R. Grainger, president, RKO, met with the country's leading exhibitors in Havana. Seen, left to right, are Charles Pemberton, manager, Payret; Grainger; and Walter Branson, RKO's sales head.

About People

NEW YORK—B. B. Kreisler, head, International Film Associates Corporation, left last week on a four-week trip to the film centers in each of the countries of South America. His first stop is Caracas, Venezuela. Kreisler will follow through the preliminary negotiations for the distribution in each country of the Italian feature, "High Time," and the French feature, "Paris Affair," which IFA holds for South America. This also includes the American feature, "Garden Of Eden," for Argentina and Brazil. South American pictures considered favorable for the United States market after screening in each film center will be negotiated for IFA handling.

NEW YORK—Phil Reisman, president, Michael Todd Productions, has accepted the co-chairmanship of the motion pictures committee for the 1955 premiere of the Ringling Brothers and Barnum and Bailey Circus to be held at Madison Square Garden on March 30 for the benefit of the New York Arthritis and Rheumatism Foundation, it was announced last week by Richard C. Patterson, Jr., former United States Ambassador, who is general chairman of the benefit. Reisman's committee will cooperate by selling blocks of tickets for the event which it is hoped will be identified that evening as the "Motion Picture Section."

NEW YORK—Jeraldine Cooper has been retained by Continental Distributing, Inc., for special exploitation and promotional work on the American premiere of "To Paris With Love," Frank Kassler, Continental president, disclosed last week. Kassler said Miss Cooper will develop national tie-ins and special New York promotions for the film which is scheduled to premiere at the Fine Arts in early April.

NEW YORK—Harry Cohn, Columbia president, last week announced the assignment of Walter Shenson to London and the appointment of Robert Joseph to be studio contact for the home office exploitation and advertising staff.

Shenson will co-ordinate publicity and exploitation for Columbia films produced in Europe. Joseph resigned as Kling Studios' publicity director to accept the Columbia position.

HOLLYWOOD—Harold Lewis last week was appointed studio manager of 20th-Fox's Western Avenue studios which are being converted and retooled for television production, according to an announcement by Sid Rogell, studio executive production manager. Lewis, formerly manager, Pathe studios. and head, RKO location department, will assume his new duties immediately.

NEW YORK—Paul J. Quinn, formerly with Donovan, Leisure, Newton, and Irvine, has been appointed attorney in charge of litigation for RKO, the position previously held by Peter F. Pugliese, who resigned to join Bell Telephone of Pennsylvania as its general attorney, it was announced last week by J. Miller Walker, vice-president and general counsel for RKO.

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 18) Chicago: General Clark says Russia wants no "hot" war. On the border between East and West Germany: Iron Curtain gets wooden fence. England: London Variety Club entertains Duke. Germany: Family has 4 sets of twins. France: Lion tamer "charms" lions in Paris. Acapulco, Mexico: Sail fishermen. Germany: Ice hockey.

NEWS OF THE DAY (Vol. XXVI, No. 252) Chicago: General Clark says Russia wants no "hot" war. Egypt: Government decrees end of shackles for convicts. England: Jet show. Mexico City: Mexico welcomes Nixon. Germany: Upside down acrobats. Miami Beach, Fla.: Beach fashions. Austria: Canadians win skating crown.

PARAMOUNT NEWS (No. 55) England: Jet show. French North Africa: Locust plague in Morocco. Switzerland: Rumanian anti-Reds end legation siege. New York: Fish scales and opera—meet Joseph Mordino. Austria: Canadians win skating crown.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 650) France: Nice carnival. Germany: Coblentz "carnival of fools." New York: Suzan Ball receives "heart award." Holland: Queen Juliana at school reunion. Florida: Swim styles under the sun. Florida: Swimming saucers. France: White water and kayaks. New Hampshire: Kids' ski meet.

WARNER PATHE NEWS (Vol. 26, No. 57) Switzerland: Rumanian anti-Reds end legation siege. Formosa: Chiang pledges a fight to hold Quemoy. England: Jet show. Barbados Island: Meg continues Caribbean tour. Switzerland: Avalanches. Austria: Canadians win skating crown. At Sea: Whaling booms again. Special: Leather and suede fashions.

IN ALL FIVE:

New York: Westminster Kennel Club show. Brotherhood Week.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 17) New York: Dulles defines U.S. position in Formosa crisis. Italy: Viareggio carnival. Australia: New gas treatment for termites. French Morocco: Locust plague. Germany: Toboggan champs.

NEWS OF THE DAY (Vol. XXVI, No. 251) New York: Dulles defines U.S. position in Formosa crisis. Island of Quemoy: Chiang's forces ready for Red assault. Italy: Viareggio carnival. Italy: Ski jumping.

PARAMOUNT NEWS (No. 54) Portugal: Wedding of Princess Maria Pia and Prince Alexander of Yugoslavia. England: New sub-machine gun. Island of Quemoy: Chiang's forces ready for Red assault. New Orleans: Mardi Gras. Italy: Viareggio carnival.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 649) New York: Dulles defines U.S. position in Formosa crisis. Tampa, Fla.: Pirate Gasparilla festival. Palm Springs, Cal.: Modes for males.

WARNER PATHE NEWS (Vol. 26, No. 56) Washington: 1956 Convention sites picked; Democrats to go to Chicago; Republicans to San Francisco. Island of Quemoy: Chiang's forces ready for Red assault. France: Farmers protest taxes with potato handout. Washington: Foreign students shower President Eisenhower with gifts. Tampa, Fla.: Pirate Gasparilla festival. Italy: Ski jumping.

Schwalberg Leaves Paramount; May Join Gregory-Goldman

NEW YORK—The resignation of A. W. Schwalberg as president of Paramount Film Distributing Coporation was announced last week by Barney Balaban, president, Paramount Pictures Corporation.

Schwalberg has headed the organization since 1950. He first joined the company in 1948 as executive assistant to the general sales manager.

Schwalberg's resignation will not take place until after the world premiere of "Strategic Air Command," due in mid-April.

Balaban said he announced the resignation "with a deep sense of regret, both personally and from the standpoint of the company." He added that Schwalberg would announce his new affiliation shortly.

It was reported that Schwalberg would become the new producer's representative for Lopert Films and Gregory-Goldman Enterprises. Schwalberg declined to comment, but it was said that he would "handle distribution of a select group of important motion pictures."

Movie News Widely Read

NEW YORK—The 38th in the series of COMPO ads in Editor and Publisher, which appeared last week prints the results of a newspaper survey which shows that movie news tops news of television-radio, sports, and food in reader interest. The findings were made by the Daniel Starch organization, an independent research outfit, on a basis of three separate issues (one a month) of "a great metropolitan newspaper."

While interest in sports attracted a slightly larger percentage of men readers and the food page a slightly larger percentage of women readers, the overall interest in movies was the highest of all four classifications studied.

"To become crassly commercial," the ad says, "only two of the classifications are to any important degree revenue producing: food and movies. But aside from that, it should be obvious that a good movie department commands wide readership."

NATIONAL LEGION OF DECENCY

Feb. 24, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Atomic Kid" (Republic); "Chief Crazy Horse" (U-I); "The Glass Slipper" (MGM); "It Came From Beneath The Sea" (Columbia); "Timberjack" (Republic); UNOBJECTIONABLE FOR ADULTS: "The Intruder" (Associated Artists); "New Orleans Uncensored" (Columbia); "Sabaka" (UA); "Tight Spot" (Columbia); "White Feather" (20th-Fox); OBJECTIONABLE IN PART: "Chance Meeting" (Pacemaker); "Crash Out" (Filmakers); "Land Of Fury" (U-I); "Man Without A Star" (U-I); "Murder Is My Beat" (Allied Artists); "Underwater" (RKO); CONDEMNED: "Mademoiselle Gobette" (French-made) (IFE).

Good Fourth Quarter Hypos E-K Earnings

ROCHESTER, N. Y.—Paced by a good fourth quarter, consolidated net sales of Eastman Kodak Company for 1954 amounted to $633,457,838, almost equal to the 1953 record sales of $633,668,918, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, reported in the annual statement last week.

Fourth quarter consolidated net sales rose to $202,610,846, a four per cent increase above the corresponding 1953 amount of $194,327,992, the previous fourth quarter record. Hargrave and Chapman said that 1954 was one of the company's best years.

Kodak's photographic business, including an increased demand for color products, helped produce the high sales volume.

The Kodak executives also reported that pre-tax earnings as well as earnings after taxes were the best the company has had. Earnings before taxes were $144,968,534, an increase of nine per cent over the 1953 total of $133,449,168, the previous record. Net earnings were $69,821,719, up 39 per cent over the previous year's $50,171,153. Earnings amounted to $3.99 per share on the 17,402,784 shares of common stock outstanding compared to $2.86 per share earned in 1953 on 17,400,217 shares. The 1954 net amounted to 11 per cent of sales.

Cash dividends declared on common stock in 1954 amounted to $2.05 per share or $35,674,206, compared with $1.85 or $31,821,408 in 1953. In 1954 the company marked its 53rd consecutive year of dividend payments.

Travelers Aid Lauds Cinerama

NEW YORK—Simon H. Fabian, pesident, Stanley Warner Corporation, and Louis de Rochemont, producer of "Cinerama Holiday," were each presented with citations by the Travelers Aid Society, sponsors of the "Cinerama Holiday" world premiere, at a special ceremony held last week during an after-theatre reception in the home of Mrs. Ellen Lehman McCluskey.

In making the presentations, Richard C. Patterson, city commissioner of public events, noted that the Cinerama medium had done so much to stimulated travel and that the premiere of "Cinerama Holiday" was a "most appropriate way to launch Travelers Aid Society's Golden Anniversary."

Mexico Sees Superscope

HOLLYWOOD—The Mexican motion picture industry will definitely go anamorphic on its 1955 product. That is the report of Superscope President Joseph Tushinsky upon returning last week from Mexico City where he demonstrated his Superscope process before top-level members of the Mexican cinema world.

Tushinsky revealed that Mexican producers and exhibitors delegated Cesar Santos Galindo, leading figure in Mexico's film industry, and James Fields, general manager, Churubusco Studios, to come to Hollywood to further confer on converting Mexican production this year to Superscope.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising



Among the tours projected by MGM to publicize its celebration and product as its "Go To The Movies" campaign, Dorothy, the baby elephant from "Jupiter's Darling" was sent out on a visit to a number of key cities, with her trainers, The Widamans, going along to supervise the agenda in each city. In New Orleans, Dorothy got a big reception performing her bag of tricks at various points of interest, much to the delight of Jay Houch, Panorama, where the picture is set to open following the pachyderm's visit. Seen are Acting Mayor Victor Schiro presenting Dorothy with a key to the city and honorary citizenship as the trainers look on; in the lobby of the Panorama, where Dorothy's heart is lightened by the beautiful poster on "Jupiter's Darling"; and Dorothy on a visit to the New Orleans MGM exchange where she is seen with Ruth Buchmann, office manager's secretary; Ethel DeFraites, contact clerk; Waddy Jones, booker, Joy Theatres; Mrs. Widaman; Shirley Harris, biller; H. P. Mosley, salesman; Joann Mara, clerk-typist; Fay Boyd, contract clerk; Rose Buffet, booking clerk; Armand Portie, booker; Widaman; Louise Harper, booker; and Lynn Strain, clerk.

"Man Called Peter" Gets Church Backing

NEW YORK—In one of the most extensive public relations programs ever undertaken for a motion picture, 20th-Fox's "A Man Called Peter" will be previewed in 60 key cities during the week of March 21 for leading clergymen, prominent lay members of churches, and important opinion makers.

The program of advance showings of the film, scheduled for Easter holiday release nationally, will be effected through the cooperation and assistance of the National Council of the Churches of Christ in the United States, who will sponsor the special previews.

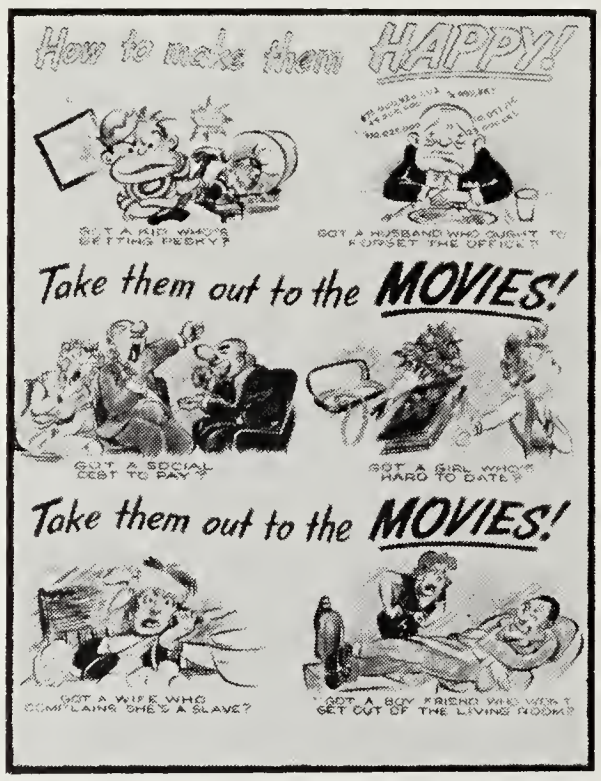
The 60-city showings for thousands of community and religious leaders will initiate unprecedented word-of-mouth campaigns for the romantic drama as well as to launch full-scale local-level campaigns with theatremen and the 20th-Fox field organization.

Announcement of the screening plan is contained in a letter written by W. P. Buckwalter, Jr., central department of field administration, National Council of Churches. In the letter which has been sent to key leaders in all denominational offices of the organization, Buckwalter writes, "Here is a distinct service that you can render to your constituency and through your leaders in the religious forces by arranging a preview for the key leaders in your community."

Cities where screenings have been arranged are New York, Buffalo, Rochester, Albany, Syracuse, Boston, Providence, New Haven, Hartford, Springfield, Philadelphia, Pittsburgh, Washington, Richmond, Harrisburg, Baltimore, Cincinnati, Detroit, Columbus, Dayton, Chicago, Indianapolis, Louisville, Milwaukee, Des Moines, and Kansas City.

Also Wichita, Minneapolis, Omaha, St. Louis, St. Paul, Lincoln, Atlanta, Birmingham, Nashville, Charlotte, Dallas, Ft. Worth, Houston, San Antonio, Jacksonville, Miami, St. Petersburg, Memphis, New Orleans, Oklahoma City, Tulsa, Denver, Los Angeles, Portland, San Francisco, Seattle, and San Diego. Previews in five other cities are currently being set up to bring the number to sixty.

The film company's field organization has been fully alerted and are contacting regional and local executives and representatives of the National Council of Churches to work out details for the opinion-makers previews. Plans call for theatre showings in the morning before the start of regular performances, with audiences of from 1,000 to 2,000.



Here are the cartoon characters of National Screen Service's new and unusual 30 x 40 and 40 x 60 full-color displays now being offered to theatres to boost the "Take Them Out to the Movies" habit. Clever comedy art combined with to-the-point movie selling copy make for a pair of the most unusual institutional posters yet offered exploitation-minded theatremen interested in building boxoffice.

NSS Cartoon Posters To Boost Moviegoing

NEW YORK—"How to Make Them Happy —Take Them Out to the Movies!" is the ticket-selling theme of a pair of new and unusual 30 x 40 and 40 x 60 full-color displays created by National Screen Service to stimulate movie attendance, it was announced last week by George F. Dembow, vice-president in charge of sales.

Designed with eye-catching cartoon comedy art and copy, these bright, colorful, and novel displays were developed for out-front and away-from-theatre exploitation to capture passerby attention. They can be used with window and inside-store displays for specific film attractions, with contests, as institutional displays by cooperative merchants seeking an eye-stopping poster, and in and around the theatre itself. Real-life situations of familiar everyday problems, amusingly caricatured, and logically answered by "Take Them Out to the Movies" give exhibitors a display message that should do much to boost the "Go to the Movies" habit.

"We have taken situations familiar to everyone," said Dembow, "and lampooned them with laugh-provoking cartoons that are certain not only to stop the viewer but compel him to look and read. Six hilarious scenes are presented in these cartoons, on both the 30 x 40 and 40 x 60 displays. The pesky kid, a nuisance around the house; the husband who brings his office worries home; the wife who complains she's a drudge; the boring couple from next door who are killing your evenings; the girl who is hard to date; and the boy friend who parks in the parlor night after night, all of them down-to-earth characters, are drawn for laughs. These full-color displays are a natural and inexpensive tool for exhibitors alive to the exploitation possibilities for building local good-will and the moviegoing habit."

PHYSICAL THEATRE



The modern drive-in of today has come to mean much more than just a place to see motion pictures. An outdoor theatre must now also provide such things as patios, complete concession facilities and large playgrounds for the children. This issue is devoted to a discussion of some of these practices.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 10, No. 3 March 2, 1955

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THE MOST EFFECTIVE, LOWEST COST ADVERTISING MEDIUM FOR ANY THEATRE!

Wagner

ATTRACTION PANELS AND LETTERS



SHOWN IS AN INSTALLATION FOR THE MIRACLE MILE DRIVE-IN, TOLEDO, OHIO, MADE BY THE DISKEY ADVERTISING SERVICE, MARION, IND.

That's why more theatres install Wagner panels and letters than all other makes! Wagner offers panels which are large enough for plenty of powerful sales copy—letters in a variety of sizes and colors which permit more attractive displays and proper emphasis of features. Wagner alone offers frames and glass units which can be built without limitation of size and which can be economically serviced through open windows and without removing frames. They're stronger, and can be installed before installing the glass.

The exclusive tapered slotting of Wagner Translucent Plastic Letters causes them to "lock" on the mounting bar. Yet, they're the easiest to change of all letters. Only Wagner plastic letters can be stacked in storage without danger of warping. 5 sizes, 5 gorgeous colors . . . the widest range made.

A LOW COST PANEL FOR DRIVE-INS

Wagner Enduronamel Steel Panels comprise both the background and letter mounting arrangement.

GOOD PICTURES WILL NOW PULL IN Even BIGGER BUSINESS!

NEVIOL

A MEANS OF BUILDING INCREASED PATRONAGE IS NOW AVAILABLE IN THE USE OF THE REVOLUTIONARY NEW WAGNER—

FLUORESCENT PLASTIC CHANGEABLE COPY LETTERS

(Neviol U. S. Pat. No. 2486859. Other patents pending).

—an entirely different type of letter, exclusive with Wagner and adaptable with economical modifications to all existing Wagner frames. Formed in clear plastic and processed with a newly developed and patented process fluorescent material, each of these letters, by the use of "black light" becomes a separate, actual light source not dependent on transmitted visible light or the translucence of the sign face. *They Create Colored Light Rather Than Lighted Color.*

DISTANT READABILITY WITHOUT GLARE

The extreme brightness and strikingly DIFFERENT colors, impossible with other letters, make them especially ideal for installations which are "hedged in" by an abundance of competing light. They are also unusually effective by natural daylight. The black light affords uniformity of illumination of every letter, virtually impossible with previous types of lighting.

GUARANTEED LONG LIFE

Not to be confused with signs which employed front illuminated fluorescent materials, these new letters are processed on the back and will not pass the ultra-violet rays of the sun. They are accordingly extremely fade-resistant.

Impart a New Look to Any Front!

Sold by theatre equipment dealers everywhere. Send coupon now for BIG free catalog.

WAGNER SIGN SERVICE, INC.

218 S. Hoyne Avenue • Chicago 12, Illinois

Please send BIG free catalog on Wagner show-selling equipment.

NAME_____

THEATRE_____

STREET_____

CITY & STATE_____

LAYING IT

On The Line

The Ugly Duckling

By now the fact that drive-in theatres are still being constructed at a hot and heavy pace is no longer news. What is news, however, is that the outdoor theatre of today bears only a faint resemblance to the early operations. The differences are more than physical, for the entire conception of drive-in theatres has undergone a major change. As a result of this evolution the modern outdoor theatre is more and more taking on the appearance of a community center. A place which the public is learning to look to for many forms of entertainment and recreation in addition to the viewing of motion pictures.

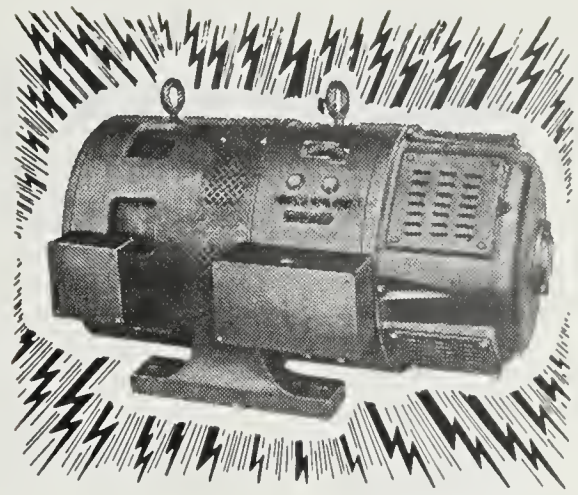
It is no longer unusual for a drive-in to furnish its patrons with such things as full-sized playgrounds filled with manual and mechanical equipment, and under the watchful eyes of trained personnel. Concession buildings costing hundreds of thousands of dollars to construct and equip are capable of serving the patron anything from a cup of coffee to a regular meal. Landscaped terraces and colorful chairs and tables are also supplied in an atmosphere not unlike that of a country club. A few drive-ins have installed swimming pools, providing still another service to the customer. It is no longer uncommon for drive-in operators to turn over their theatres for church services. The list of things and services to be found in the drive-in of today is long and wonderfully varied. But the important thing to remember is that this branch of exhibition is becoming integrated into the very fabric of community life.

What started out as a rather unsavory ugly duckling has truly developed into a beautiful swan, as can be seen by the high esteen in which many operators of drive-in theatres are held, and their participation in many civic affairs. This form of exhibition has earned the respect of the public by doing everything possible to establish itself as as progressive and cooperative medium of entertainment.

The ever growing complexity of drive-in operation can be seen by the variety of articles found in this issue devoted entirely to the subject. Such things as new construction, wide screen towers, playground equipment, in-car speakers, etc., are just of the few factors to be considered.

While never losing sight of its primary objective, the showing of motion pictures, the drive-in shows every indication of continuing to widen its scope, and remain the exciting, animated form of exhibition that it has become today.

PHYSICAL THEATRE • A sectionol deportment of MOTION PICTURE EXHIBITOR, published every fourth Wednesdoy by Joy Emanuel Publications, Inc., 246-48 North Clorion Street, Philadelphio 7, Pennsylvonio. All contents copyrighted and oll reprint rights reserved.



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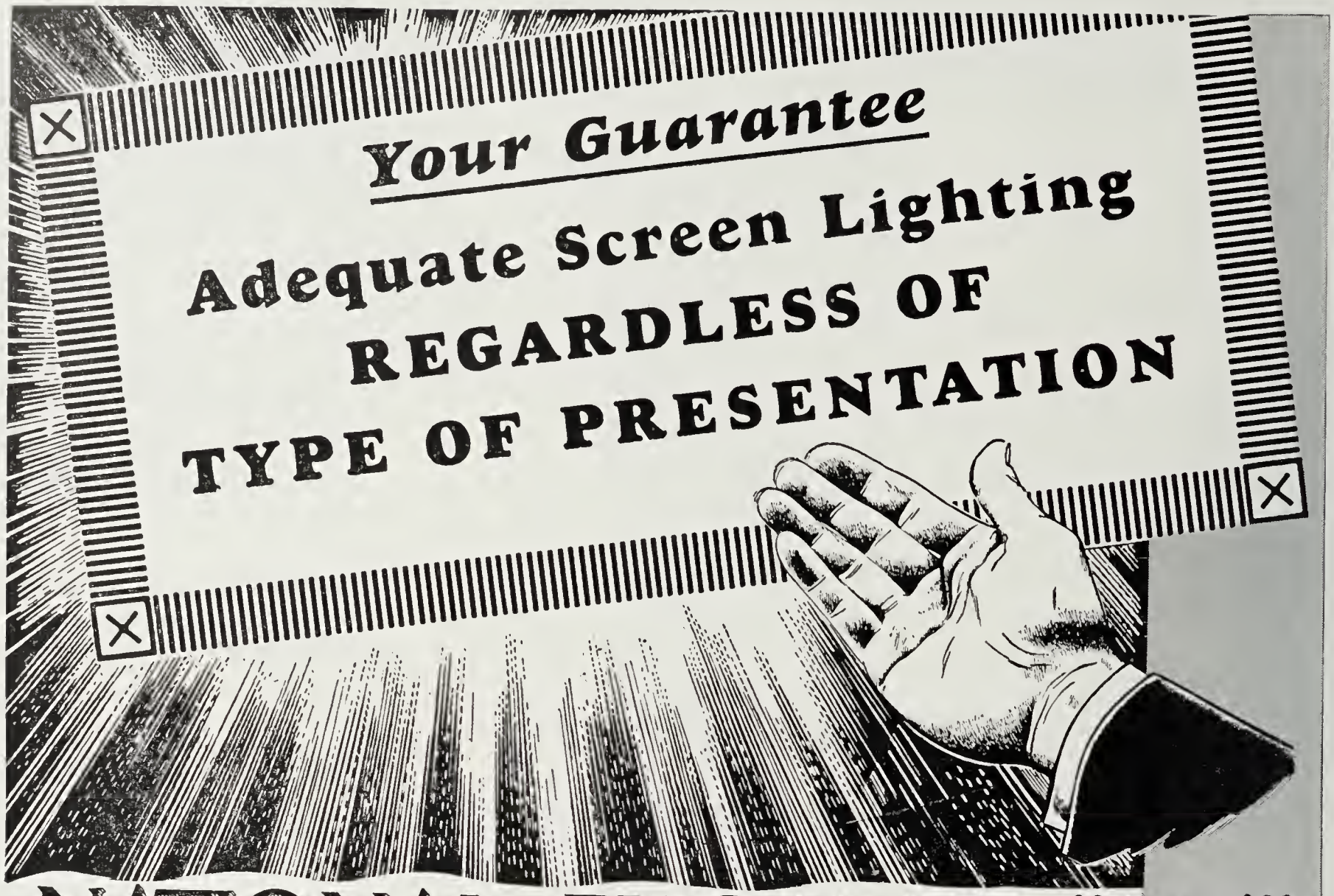
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No matter which aperture, or the size of your screen, your picture will really sparkle when you have the Excelite "135."

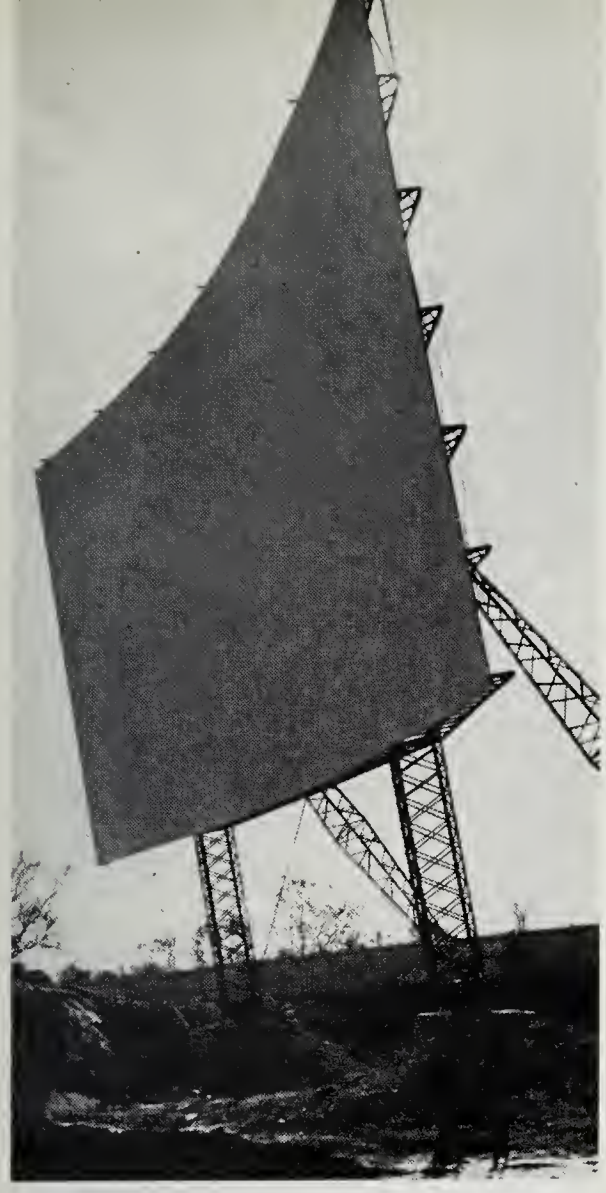
National's Reflect-O-Heat unit permits a great increase in volume of light, without a corresponding increase in heat at the aperture. The AUTOMATIC Crater Positioning Control System insures that both carbons are so fed as to maintain the correct arc gap length and position of the positive crater at the exact focal point of the reflector. Thus, the screen light is ALWAYS of the same color, without variations from white to either blue or brown.

The arc is stabilized by a stream of air which prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.



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This steel tower (above) erected by Signs, Inc. is an example of the sleek and modern design. Seen (below) is a rear view of the same tower.

Drive-Ins And WIDE SCREENS

Leading Manufacturers and Engineers Offer Many Important Suggestions and Theories

PHYSICAL THEATRE

Vol. 10, No. 3 **March 2, 1955**

THE problem facing the great majority of drive-in operators today is that of installing the equipment necessary for the showing of CinemaScope, VistaVision and other wide screen offerings. At the heart of this problem is the screen tower. The exhibitor must ask himself whether it pays to widen his existing tower or put in a new tower, must it be of steel construction, what about facings, should it be curved, should it be tilted, etc.

Naturally, there is no ONE answer to all of these questions. In almost every instance the answer will depend upon the individual theatre and local conditions.

In order to aid the reader in learning what the various screen manufacturers have been doing about the wide screen, and what they have to offer the outdcor theatre operator, we have requested that they supply us with their latest information on this very important subject. The following material, therefore, represents the opinions and recommendations of these manufacturers, and may be used as a guide for further investigation and personal consultation.

SIGNS, INC.

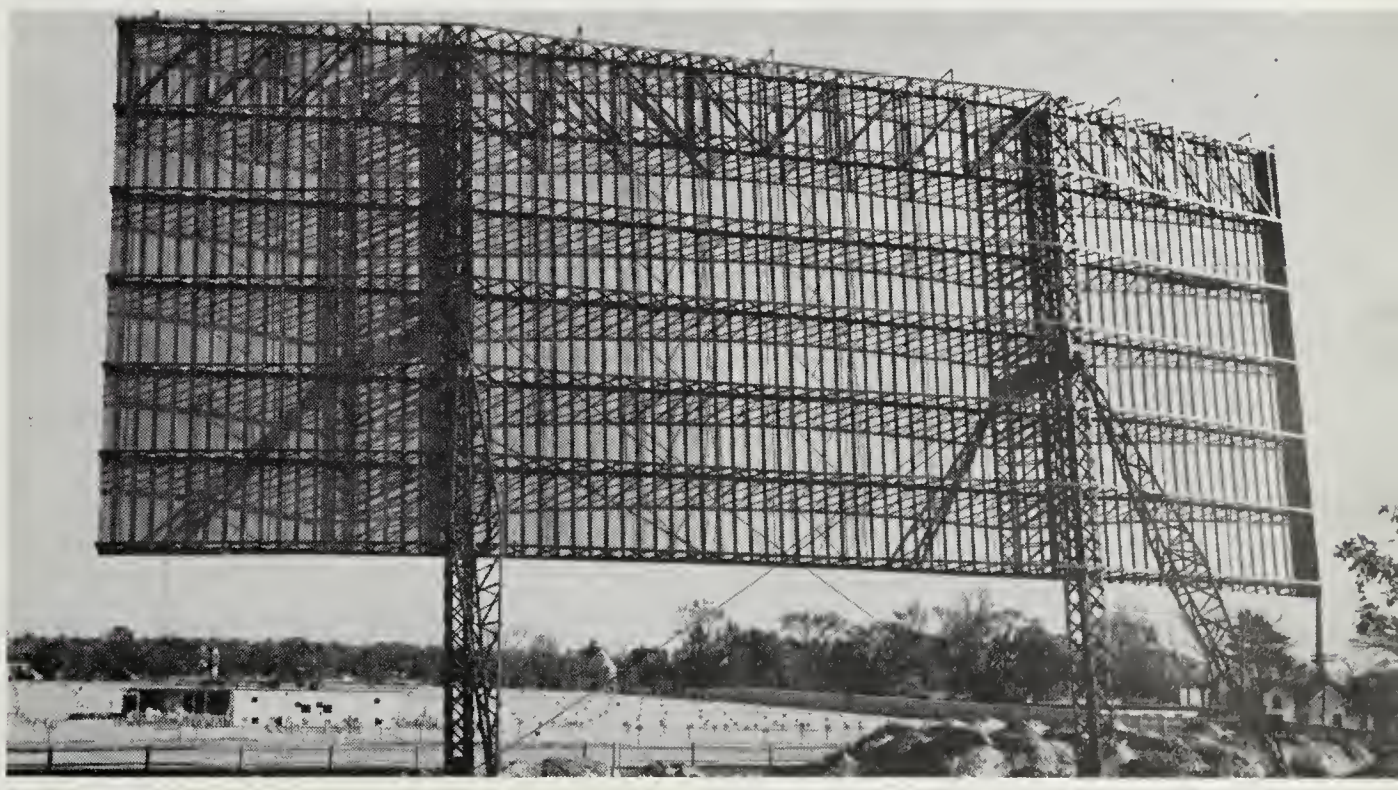
Modern cantilevered methods make it possible to design a screen tower with only two front columns, instead of the convention nine or 11 to do the same job. This feature eliminates what we think is an unsightly cross patch of framing and lends itself to a sleek design, and only requires four foundation piers instead of 18 or 22.

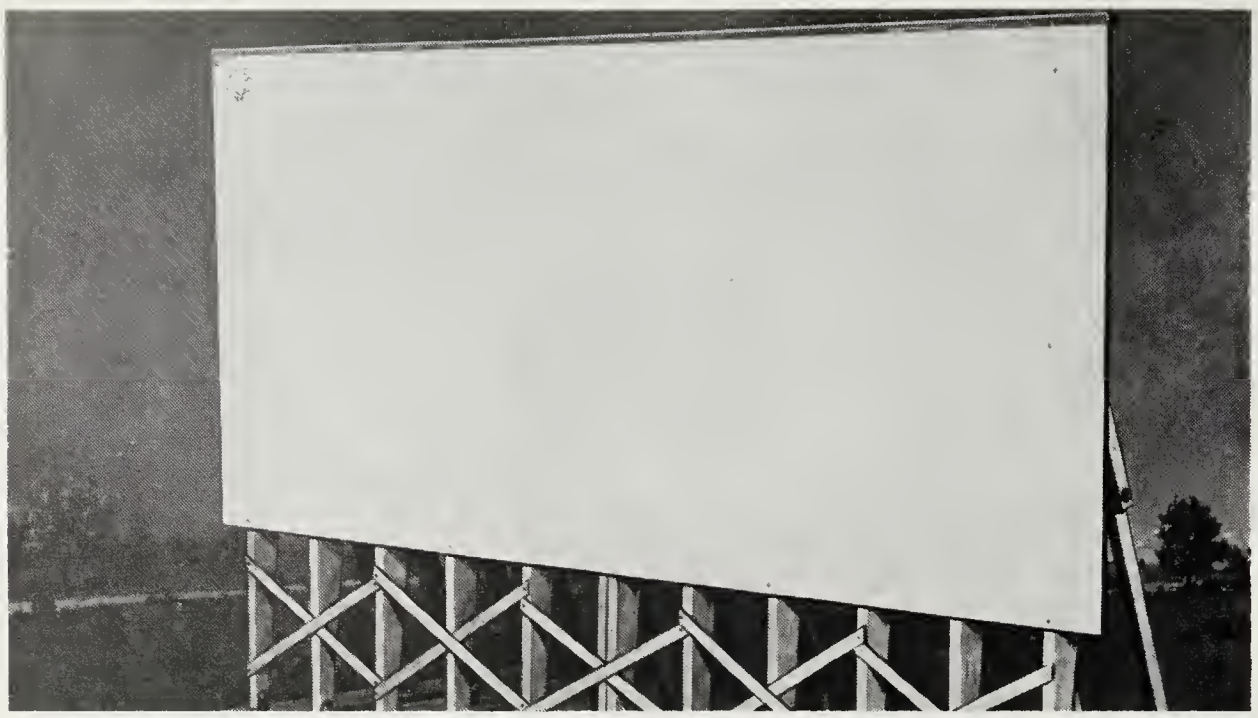
The use of the clevis pin or hinge arrangement at the base of the column has a number of advantages. If one drive-in has a projection booth 250 feet from the screen and another 400 feet from the screen, it is very simple to tilt the tower forward or backward on the hinge to be able to adjust the screen to the most accurate measure of degree. With this feature, the exhibitor can take advantage of every light gain offered by having the incident of light returned directly into the theatre.

As a result of our research and experience we believe that the curved screen has a number of advantages over the flat. The design we have developed has the curve fabricated into the steel structure, eliminating any hit or miss method of placing main trusses around the radius. Since this method of steel fabrication costs no more, the exhibitor should certainly take advantage of the many gains the curved screen has to offer. Some of these include excellent focus, maximum light gain, excellent distribution to the extreme ends, and an illusion of depth.

The ease of maintenance is an interesting feature. Since the horizontal trusses are only seven feet six inches apart, a man can walk up the laced columns, go about painting or servicing the structure without the use of scaffolding or rigging, as each truss acts as a staging platform. Outriggers are provided for servicing the screen face.

Regarding the surfacing of this screen no wood or vertical framing of any kind is necessary. There are no bolts or screws





A model of the Boyer EZ-Erect prefabricated sectional screen tower now being made by the Ballantyne Company. By the use of extensions it can be made any width and up to a maximum height of 64 feet.

used on the picture face of the screen. The inter-locking systems provides its own vertical rib.

The finish, rolled and stipled on the background, gives a wonderful white matte finish, and also retains its whiteness for a longer length of time due to its unusual flaking action.

New Development

For those parts of the country which are subject to very severe wind storms, we have developed a system to definitely prevent the towers from being damaged. We have put in a tower at a Wometco drive-in, in Florida, which allows for the removal of a pin at the base of the tower, and by using a winch the entire tower may be lowered to the ground. Therefore, with advance warning of a major hurricane the exhibitor can lower the tower and raise it when the danger is past. We would like to stress, however, that this action would only be necessary for a major wind storm, as these towers are so constructed that they will withstand almost any weather disturbance.

BALLANTYNE COMPANY

The new type of Boyer EZ-Erect prefabricated sectional screen tower, which was developed by drive-in theatre engineers who are specialists in the field, has extreme strength and unlimited flexibility.

Realizing the importance of public safety, the new restrictions being placed by insurance companies, and the new state codes and regulations which are going into effect, this tower has been designed to withstand 35 pounds of wind pressure per square foot.

Another item foremost in thought during the design of this new tower was the high expense involved in the erection. Accordingly, this tower is so designed that it can be entirely assembled and painted on the ground, and then raised into position. The pressure laminated reinforced leg trusses are made in two sections so that they can first be handled by manual labor, eliminating the cost of renting equipment for unloading and placing trusses into position. Also, the trusses can be shipped by common carrier, affording a large savings in shipping charges.



A view of an all-steel tower erected by DIT-MCO. This firm has found the most efficient aspect ratio for drive-ins converting to CinemaScope and other wide screen systems to be 2 to 1 or 2.55 to 1.

Suitable For Extensions

This type truss is also adaptable for perfect extension of present towers. Designed for erection up to 10 feet on centers, facing can be extended as much as 28 feet by using only two trusses. One truss is placed 10 feet from the edge of the present tower and the surfaced four feet resulting in a 14-foot extension. Applied to both sides of the tower total extension is, of course, 28 feet. The total width of the extensions are unlimited, inasmuch as trusses can be placed on any center desired up to 10 feet and surfacing can be extended any amount desired up to four feet.

Method Of Purchasing

One of the highlights of the new tower or extension is the manner in which it can be purchased. Many exhibitors in order to create local good will prefer to buy as much material as possible from local sources. In order to permit the exhibitor to take advantage of this, the tower is so designed that the exhibitor can purchase complete trusses only, purchasing the balance of materials locally. For those who desire to buy a complete unit, we, of course, will supply the tower in its entirety. If trusses only are purchased, we will supply complete assembly drawings with the truss, complete concrete footing details with all necessary iron sheer plates, and necessary hardware. For those exhibitors who wish to purchase the surface material locally, we will supply complete material lists along with erection details.



Rilco Laminated Products, Inc., makes laminated trusses to form drive-in screen framing members.

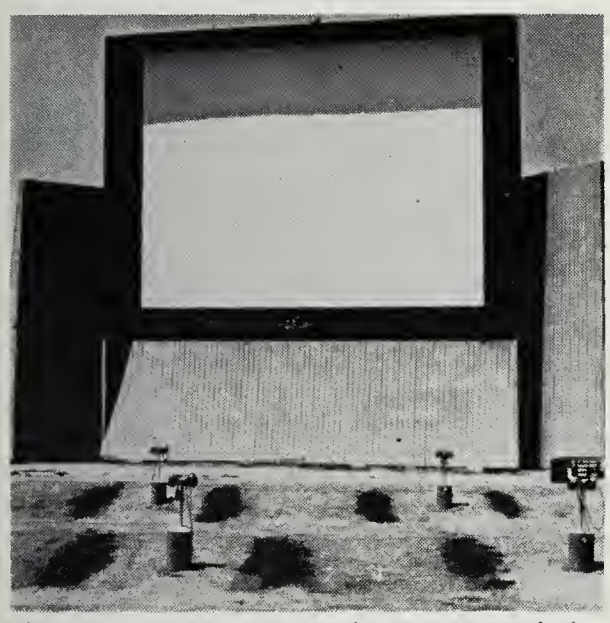
Listed below is a table showing basic screen widths and screen widths obtainable with extensions. At the bottom of the chart, the number of trusses needed in each instance are shown. Maximum screen height is 64 feet.

Basic Screen Width	40	50	60	70	80	90	100	110
Screen Width with two 1-ft. Facing Wing Extensions	42	52	62	72	82	92	102	112
Screen Width with two 2-ft. Facing Wing Extensions	44	54	64	74	84	94	104	114
Screen Width with two 3-ft. Facing Wing Extensions	46	56	66	76	86	96	106	116
Screen Width with two 4-ft. Facing Wing Extensions	48	58	68	78	88	98	108	118
Leg Trusses Needed	5	6	7	9	10	11	12	13

DIT-MCO

The drive-in theatre has joined the march to multi-purpose screens, so they too may effectively present CinemaScope and wide presentation of standard prints, and the new ratios of other releases. Such conversion demands careful study by the engineer and exhibitor, for both the new drive-in and existing drive-ins who plan to widen their present towers. In the case of the latter, we strongly urge the exhibitor to only widen his tower and not attempt to increase height. The foundation of your present tower is calculated for the weight and stresses of that tower. Increasing height naturally adds to the weight and therefore will weaken the calculated resistance of your present tower. Height can be increased, but it is a costly procedure, to have the resistance required by state codes and insurance companies.

Today it is an established fact that the drive-in screen tower cannot be considered just another structure that any local mechanic can throw together with little or no thought. State building codes have become more stringent, realizing the importance of public safety. Insurance companies, after replacing many towers of cheap design, are revising their requirements and rates. The recent chain of events, the three hurricanes, wide screens and CinemaScope, have proved beyond the question of doubt, the economies of having a steel screen tower in the drive-in theatre.



The Kawneer Company produces a screen facing material that is said to give very good results.

In two states, the recent hurricanes made over 75 drive-in theatres inoperative, due to the cheaper type towers not being able to withstand the stresses imposed. Also several drive-ins were recently closed, due to their towers having been destroyed by fire. Many exhibitors are finding that it is too costly to extend their present towers, due to inadequate foundation and tower design, and are putting in a completely new tower.

An Individual Problem

The design and calculation of each tower and foundation should be on an individual basis and not on a production basis, where one model is supposed to fit all occasions. Before a tower is designed, many all important questions must be answered. Topography deserves every consideration; equipment limitations; the number of cars; projection throw; maximum viewing distance; sight lines, and efficient positioning of screen for maximum brilliance of picture, are all very important pre-determining factors. The design of drive-in towers should be done only by competent engineers who are specialists in their field, having designed towers for several years.



The Manco-Vision screen was developed by the Motion Picture Research Council and is made of extruded aluminum panels. This screen is said to positively deliver a 300 per cent light increase.

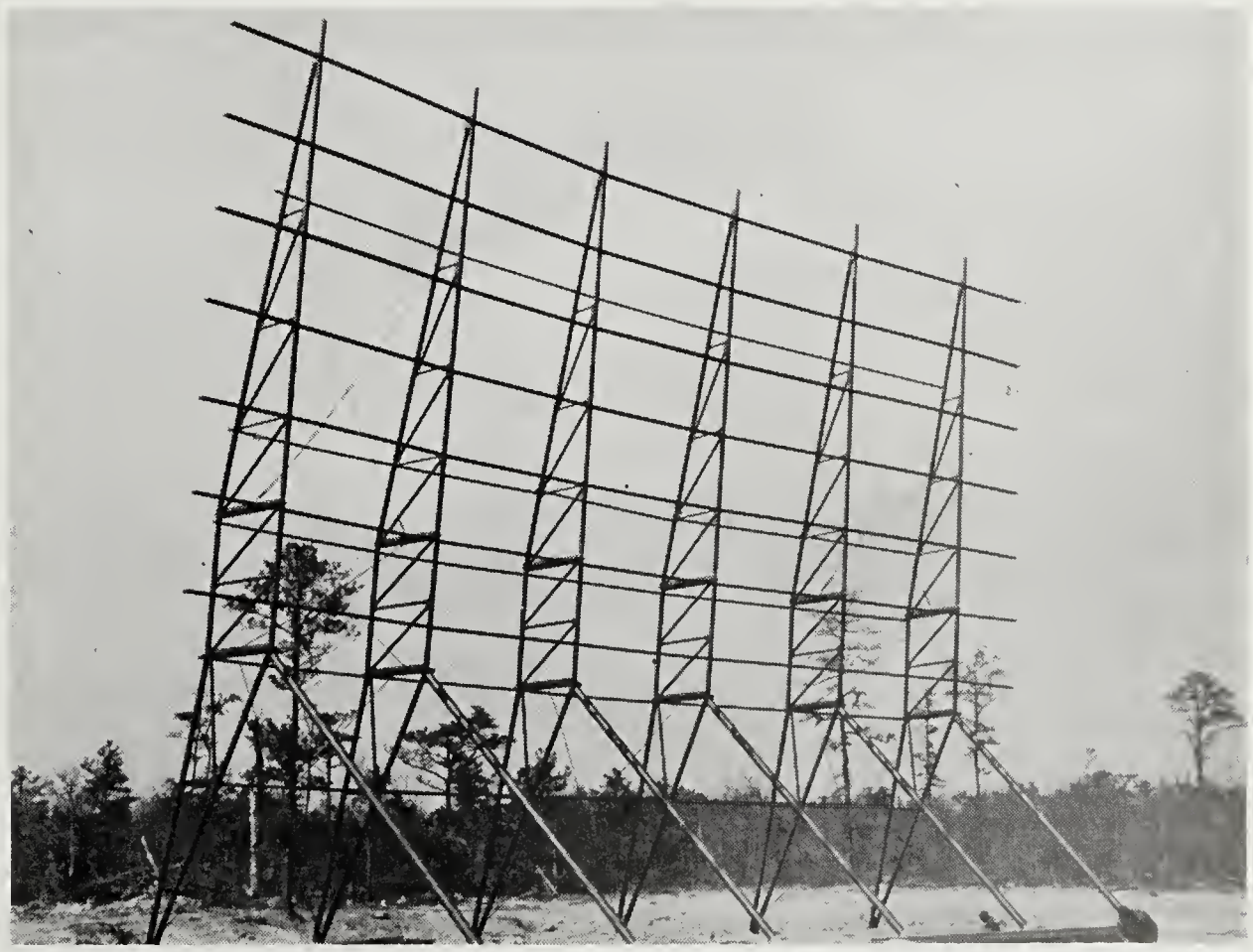
To withstand the actual force exerted upon vertical surfaces of screen towers, by winds of various velocities, our steel towers are designed for a minimum of 30 pounds to the square foot with an ample addition of safety factor. The foundation design is such, to accommodate not only the calculated weight of the tower, facing and boxing, and to hold on extreme wind stresses, but also has ample safety factors added. These towers employ only I beam and angle iron steel members and do not use other types of tubular members, thus adding to the rigidity and endurance of their towers. A steel screen tower designed for your individual theatre is your assurance of continued operation, low insurance rates and minimum maintenance costs.

The steel screen tower in the new drive-in at Somerville, N. J., furnished by us, is one of the largest in the country, having a picture size of 50 by 120 feet and an overall size of 75 by 120 feet. The tower was designed for this theatre by John and Drew Eberson, nationally known theatre architects and engineers, of New York City. Working closely with Eberson and Harry Appleman, owner, our engineers produced a tower to their specifications. This tower stood untouched by the recent storms.

Ratio Recommendations

For new drive-ins or those converting for the wide screen ratios and CinemaScope, our experience across the country has shown the most efficient ratio to consider is 2 to 1 or 2.25 to 1. Our recommendations are based on consultations with theatre engineers, architects and purchasing agents from every section of the country. For example, if the present picture size of a tower is 40 by 54, at 2 to 1, the suggested size would be 40 by 80, or at 2.25 to 1 it would be 40 by 90. This will

(*Continued on page PT-28*)



This shows the framework for a screen tower designed by Selby Industries. The optical function of a drive-in theatre screen tower structure is said to be one of the most important considerations.

A Leading Expert Explains Exactly How The Drive-In Speaker Brought

Sound Outdoors

By DAVE WOLF
President, Dawo Corp.

BEFORE World War II the applications for loudspeakers for outdoor theatre operation were extremely limited and for the most part those applications were of a nature that could tolerate expensive design and relatively poor response characteristics. The problem of producing low cost speakers which would give long service in the field under constant exposure to the elements, was presented to the loudspeaker industry after World War II when outdoor theatres became extremely popular. In the early phases of the expansion of the outdoor theatre industry, speakers which had been designed for use in radio receivers were used, but their life in the field was short and the theatre operators suffered from the cost of frequent replacement and the embarrassment of frequent failure during programs.

Causes of Failure

Failures for the most part were due to:

1. The rusting of surfaces around the voice coil which impeded and sometimes prevented movement of the coil.
2. The weakening or destruction of the paper cone and other parts by insects and fungi.
3. Mechanical damage through more punishing treatment than that encountered in home receivers.
4. Inadequate dustproofing.
5. Distortion and deterioration of the cone and voice coil.

A great deal of progress toward the elimination of these failures has been made in the past six or seven years. None of the problems would have been difficult except, as is so often the case in design engineering, corrections had to be made without increasing the cost beyond the ability of the theatre operator to pay, and without degrading performance below the standard of the radio receiver in the listener's home. The speaker had to faithfully reproduce frequencies up to 8000 cycles as some of the programs in the theatre were musical. If only voice range had been required the problem would have been much simpler.

Present Speakers

Speakers presently are giving service up to two to three years under the most adverse conditions and the cost of the speakers is little above that of the ordinary speaker which does not have to endure the punishment of outdoor use. This improvement has been achieved by the following measures:

1. Air gap surfaces are either double plated, or in the case of those used in the Dawo Acousticraft speakers, are plated and then painted with a varnish in which is suspended aluminum particles. This aluminum finish is fired at temperatures of 400 degrees Fahrenheidt. Among other advantages, it has the quality of flowing



DAVE WOLF

into and sealing any punctures in the plating. Rust or any other corrosion except in the air gap is not worrisome as it will not cause any impairment or failure in the operation of the unit.

2. All parts which might be deemed edible by a passing insect or strain of fungi are either eliminated or given a proper preventive treatment. As a case in point, it was discovered early in the game that the felt disk ordinarily used to seal the voice coil against dust was extremely appetizing to many insects, so this part has been replaced by a paper piece which is treated with a fungicidal solution.

3. Since speakers are more often than not dropped by the theatre patron from car window height to the hard surface of the theatre the magnet and pole piece must be soldered into the structure in such a way that the speaker will take the conventional four foot drop test without altering the alignment of the parts. Furthermore, the voice coil should be perfectly positioned in the magnetic gap at the time of manufacture so that a slight distortion of the metal frame can be tolerated.

4. Dustproofing as accomplished for speakers used in the home is not adequate. A filler must be applied around any joint which is even suspected of not being completely sealed. In the case of the Dawo Acousticraft speakers this seal is accomplished through the use of the aluminum varnish which flows into even the slightest crevice. Here again, the use of the paper disk instead of the felt disk is advantageous because felt is coarsely woven and will pass fine particles which accumulate and cause an impairment of performance.

5. The cone must be given a treatment which will cause it to resist the absorption of moisture. This treatment necessarily represents a compromise because a too extensive application of the solution has an adverse effect on sensitivity and response characteristics. If the treatment is properly made, moisture absorption is held to a minimum and a high quality of performance is preserved. A fungicidal agent is incorporated in the moisture resistant treatment. Here again, a means of adjusting the position of the voice coil in the magnetic gap proves of great advantage. If the coil is precisely positioned by the loudspeaker manufacturer slight lateral movement of the coil due to moisture absorption and subsequent expulsion will not cause it to rub against the sides of the gap.

Efficiency Factors

The relative efficiency of a speaker depends upon the maintaining of a minimum weight of the voice coil and the cone, and the flexibility of movement of the cone, these factors being necessary in order to overcome inertia, which is the process of the starting and the stopping of the speaker cone in the completion of the sine wave constructed by the frequency being transmitted. Therefore, since it is good practice in the construction of the speaker to let the mass weight of the cone equal the mass weight of the voice coil, any addition to the speaker which would throw this ratio out of balance, or would add weight to either the voice coil or the cone would have a detrimental effect on the efficinecy of the speaker.

From time to time plastic covers, perforated materials or other additives for the theoretical protection of the speaker have been added to drive-in theatre speakers, and have tended to decrease the efficiency of the speaker by interruption of the air column. This has made it necessary to increase the weight of the magnet of the speaker in order to overcome the additional back pressures which then creates an additional cost without increasing the efficiency. A speaker operates primarily by the projection of sound waves in an air column. This column which originates at the speaker cone carries the sound waves, and the less obstruction and the less additives used naturally will allow the speaker to operate at a much greater efficiency. However, at the same time that we maintain the air column at the front of the speaker cone we must relieve the pressure of the air at the back of the cone. Since air is compressable and has the tendency to back pressure itself, this can be accomplished in several ways, primarily by having a large acoustical chamber properly designed, which is the speaker case, or in the design of the drive-in theatre speaker where the size of the case is limited it is necessary to have pressure relief holes in the case in order to overcome the back pressure generated by the speaker. Basically this means that the air

(*Continued on page PT-29*)

Correct Screen Lighting for One, Two or More Different Techniques ON THE SAME PROGRAM!



Shown Is installation of Strong Super "135" lamps at the New Albany Drive-In, New Albany, Ind. Marvin Ashabraner, projectionist. Vernon Powell, manager. Installation by Hadden Theatre Supply Co., Louisville, Ky.

The unitized component design of

Strong

PROJECTION ARC LAMPS

permits the projectionist, in a matter of moments, to effect the simple changes necessary to attain the correct light requirement for any of the various techniques. A choice of four different carbon trims can be burned in a total of seven separate manners to attain any desired degree of cost of operation, screen illumination, or burning time. Only one control is required for selecting any amperage within the range of a particular mode of operation.

PERFECT LIGHT MAINTAINED WITHOUT MANUAL ADJUSTMENTS!

Strong's exclusive Lightronic crater-positioning system automatically maintains the correct arc gap length and the position of the positive arc crater at the EXACT focal point of the reflector. No manual adjustments are necessary. A perfect light is maintained at the screen . . . a powerful light, evenly distributed, of constant intensity, and unchanging color value.

Burning 10 mm "Hitex" carbons at 135 amperes, or 11 mm regular carbons at 120 amperes, impartial foot-candle-meter tests prove the Strong "Super 135"

THE MOST POWERFUL OF ALL PROJECTION LAMPS!

The Infra-Ban Beam Cooler Unit diverts the heat rays away from the aperture, making possible a tremendous increase in usable light without a corresponding increase in heat at the aperture.

A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.

PEOPLE GO MORE OFTEN TO THE THEATRE WHICH HAS GOOD PROJECTION

Do you have an UNUSUAL problem in screen lighting? Be governed by experience, not speculation. Here's an invitation to information and helpful service that will in no way obligate you. We're at the right hand of the biggest buyers of theatre equipment—advising them, helping them iron out their projection lighting problems. We'll be glad to get on the job for you, too. Don't guess—put your problems up to specialists.

As the only lamps produced complete within one factory, Strong lamps can be screen-engineered for maximum efficiencies. That's why more dealers sell and more theatres buy Strong-made projection arc lamps than any other make.

All the theatres in the world today would be needed to accommodate the installation of all the projection arcs that have been built by Strong. And their popularity continues to grow like wildfire!

When the lamps are **STRONG** *the picture is bright!*

Strong has also developed new rectifiers
with a range of from 90 to 135 amperes to fill the
power requirements of all the systems of screen presentation.

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"

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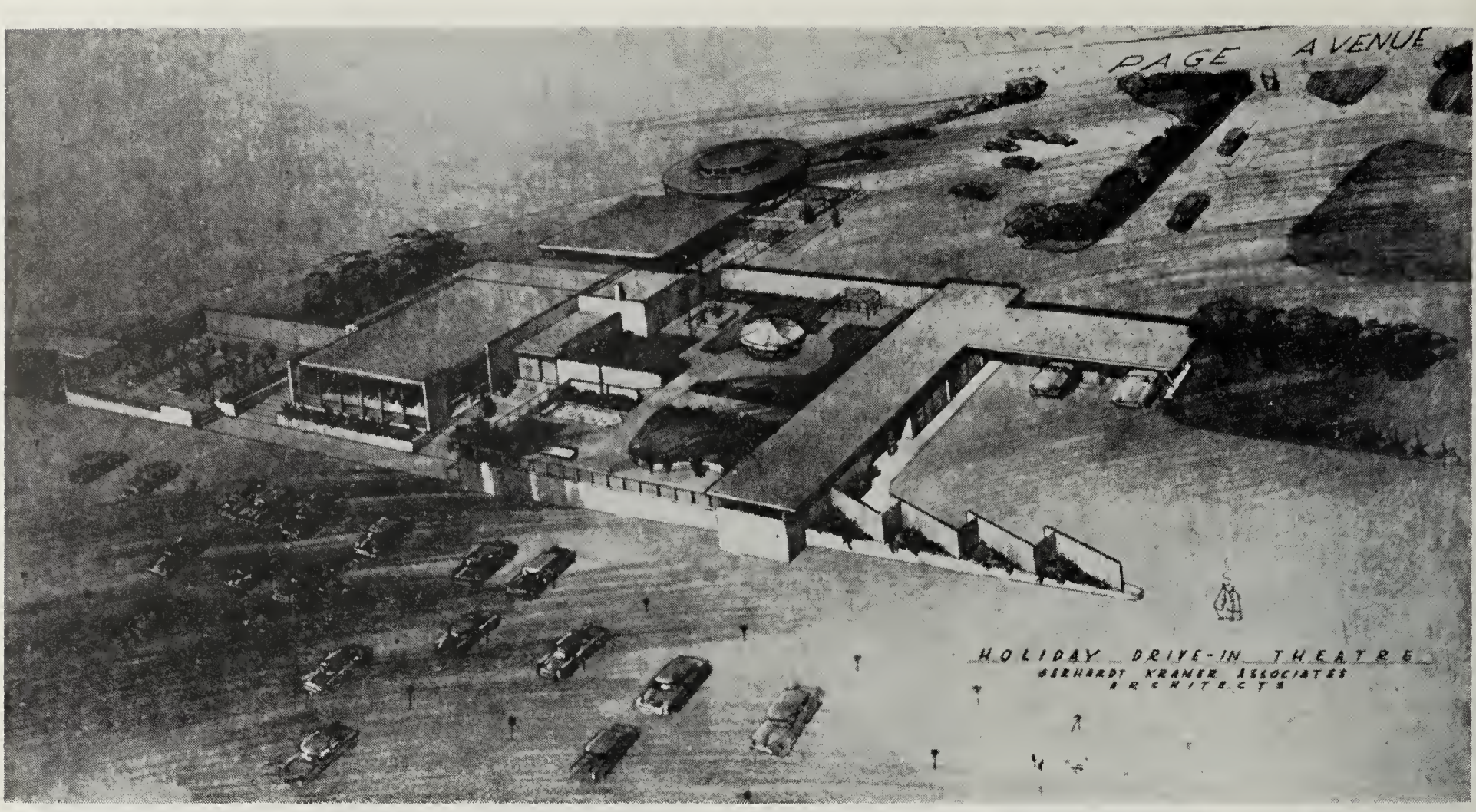
Please send free literature on Strong projection lamps.

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THEATRE_____

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AN ARTIST'S SKETCH SHOWING WHAT THE COMPLETED HOLIDAY DRIVE-IN WILL LOOK LIKE WHEN IT OPENS. IT WILL HAVE A 1000-CAR CAPACITY.

Presently Under Construction, The Holiday Represents

A Drive-In With A Future

THE New Holiday Drive-In, designed to be one of the finest and most modern drive-in motion picture theatres, now under construction and scheduled for completion early next spring, will make available to the St. Louis area theatre-going public something unique in year around outdoor recreation and entertainment.

The project, which will cost in excess of $450,000, will be owned and operated by the Jablonow-Komm Theatres, veteran operators of drive-ins and a chain of conventional motion picture theatres in St. Louis.

The Holiday Drive-In designed by Gerhardt Kramer Associates, is planned to accommodate approximately 1000 cars with a single panoramic screen 62 feet high and 102 feet wide. This screen with an A frame and plywood surfacing, tongue and groove, will be built by Timber Structures, Inc., while electric car heaters will be provided for 500 cars for the all-winter operation, thereby eliminating the dangerous practice of the patrons using their automobile heaters.

In design and conception the Holiday represents a great step forward in the drive-in field. All of the buildings—the concession section, projection room, restaurant (planned for the future), garage, offices, ticket booths, as well as the playground—are grouped on the 16th ramp.

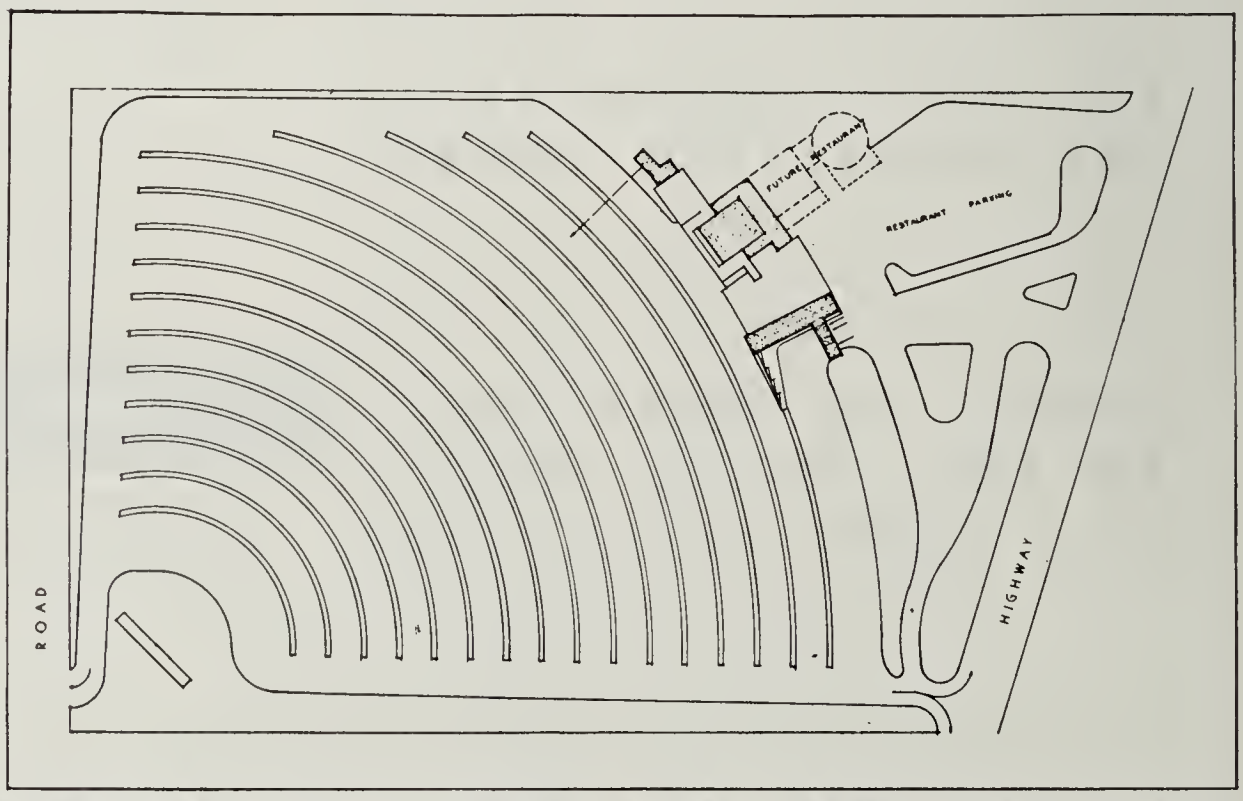
The restaurant, which would have its own parking facilities and a direct access from Page Avenue, is not included in the construction now in progress, but is definitely planned for the future.

Patron Services

The air-conditioned concession building is designed to serve as a massive observation balcony for the patrons, and it will contain four self-service counters to assure speedy service even where there are capacity crowds. A large number of dining tables will be provided so that patrons may view the motion picture screen as they eat their food. Entrance and exit doors of the concession building will be controlled by Magic Carpet equipment. For summer comfort, tables will be provided on a landscaped terrace on one side of the concession building, matched on the opposite side with a playground conceived in a holiday spirit, for the entertainment of the children. This playground can be operated during the entire motion picture program since its colorful lights will be installed so they will not affect the audience seated in the ramped automobiles. Patrons will be privileged to drop off their children in the playground immediately after purchasing their attendance tickets, then park their cars at the most advantageous spot to view the show. Later they can return to the playground for the children.

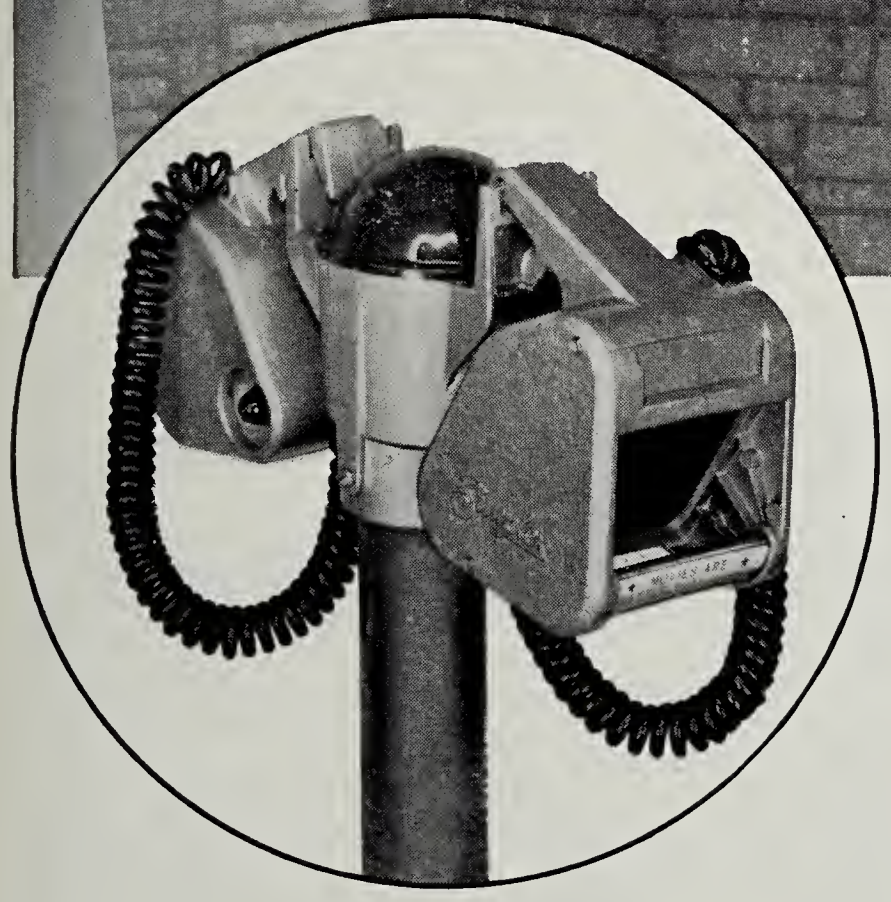
In its completely landscaped surroundings, the Holiday will present a park-like

(*Continued on page PT-24*)



A sketch of the overall layout of the Holiday. The screen of the 1000-car drive-in is in the lower left-hand corner. Note that the restaurant and adjacent building are both planned for the future.





Ten acres or fifty — it takes a lot of equipment to outfit a Drive-In!

Make your job easier, get it done faster! Get *everything* — the new dimensions, the new sound, the new speakers, the new accessories —from one *source*: NATIONAL!

You'll be sure of getting the finest, latest, most dependable equipment available!

For all your Drive-In needs: planning, engineering, know-how, financing...

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A Veteran Equipment Manufacturer Offers His Suggestions For

Equipping The D-I For Wide Screen

By FRED C. MATTHEWS
Executive Vice-President, Motiograph, Inc.

DRIVE-IN theatre owners who have increased the width of their screens to 100 feet or more have found that patrons are thrilled with the vast size of the projected picture and, very important, those patrons have expressed their appreciation of this great improvement by coming back over and over again.

Drive-in operators who wish to increase their patronage should make immediate plans to widen and resurface their present screens.

To best present the many splendid current and forthcoming CinemaScope, and other wide screen productions, it is suggested that screens be increased in height and width. For example a present 30 by 40 foot screen should be increased in the proportion of 50 by 100 feet if the theatre is to show a 2 to 1 picture just as wide as a CinemaScope picture. If, however, it is wished to only show CinemaScope pictures to the full width of the screen, the height of the screen need not be increased in proportion above given. The size of the screen and its proportion is to some extent a matter of individual taste. Ask your equipment dealer for his advice on this matter.

Having arrived at the desired size and proportion of your screen, the next problem is to determine what is required in screen surfacing materials and finish.

Most new screens have been resurfaced in "Transite" or plywood and finished with three coats of white paint similar to the paint made by Raytone Screen Company. There also have been a few screens refinished with an undercoat of aluminum paint and a second coat of white paint. The writer has seen screens finished with both types of paint and screen results were quite satisfactory.

Some companies are offering both fibre glass and aluminum screen materials for resurfacing screens. There is somewhat divided opinion on the merits of these materials, but certainly they are worthy of consideration. Your equipment dealer has been observing actual installations of varied screen materials and finishes and can give advice on the selection of the best screen materials and finishes.

Lenses

The change in the size of the picture will require a new set of projection lenses, and if pictures with varied aspect ratios are to be shown, more than one set may be required. It is recommended that fast anti-reflection coated lenses be purchased as the use of cheap slow lenses could nullify some of the light gained from the use of higher amperage arc lamps.

To present CinemaScope pictures you will require anamorphic lenses. There are at least six brands of such lenses available. The lenses to be used should be chosen carefully—selection should not be guided by price, but rather by reputation of the manufacturer and quality of the lenses.

Arc Lamps

The most important item of equipment needed is new arc lamps. Regardless of all claims of the screen reflectivity of any screen surface, it is absolutely essential that arc lamps giving the most screen illumination be purchased.

There are only two types of arc lamps that offer anywhere near sufficient screen illumination for screens in excess of 30 feet in width:

1. Reflector-type arc lamps with rotating positive carbon mechanisms operating at 85 to 135 amperes.
2. Condenser-type arc lamps operating at 160 to 180 amperes.

There are at the present time, three companies manufacturing reflector arc lamps of the type mentioned; C. S. Ashcraft Manufacturing Company, Motiograph, Inc., and Strong Electric Company.

These lamps while varying in particular features, components and operation, all are designed to operate as follows:

1. Using 9mm. black positive carbons at 85 ampere and 58 arc volts.
2. Using 10mm. black positive carbons at 100 ampere and 60 arc volts.
3. Using 11mm. black positive carbons at 115 ampere and 60 arc volts.
4. Using 10mm. Hitex black positive carbons at 135 ampere and 66 arc volts.

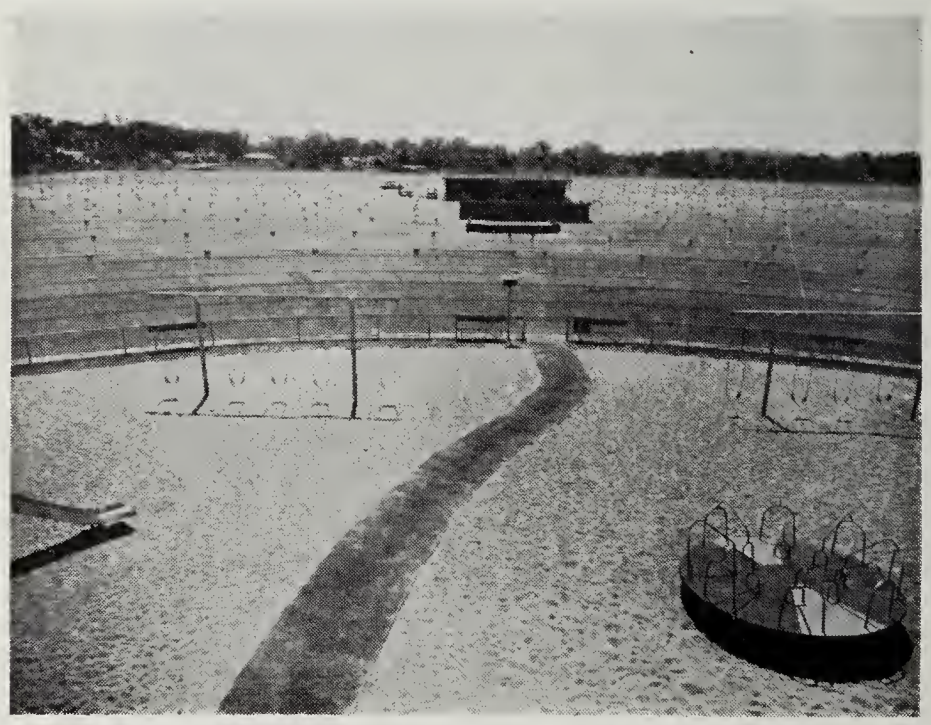
Each successive increase in the operation of lamps as above shown gives more screen illumination. It is, of course, absolutely necessary that the generators or rectifiers in use have not only a sufficient amperage but also proper voltage rating. Considerable disappointment has been expressed in the burning of 10mm. Hitex carbons at 135 amperes, but checks on such operation invariably discloses that rectifiers or generators in use did not have the proper voltage characteristics.

If the theatre already has lamps designed to operate with 9mm. black positive carbons, they may be modified to burn 10mm. or 11mm. carbons. This, of course, entails the change of a portion of the lamp mechanisms and usually the addition of blowers for the lamp house and/or water-cooled carbon jaws, depending upon the make of lamp in use.

J. E. McAuley Manufacturing Company makes the Peerless HyCandescent condenser type arc lamp which operates at 160 amperes and 77 arc voltage using 13.6mm. H.I. carbons and at 180 amperes and 74 arc voltage using 13.6mm. Hitex Super positive carbons.

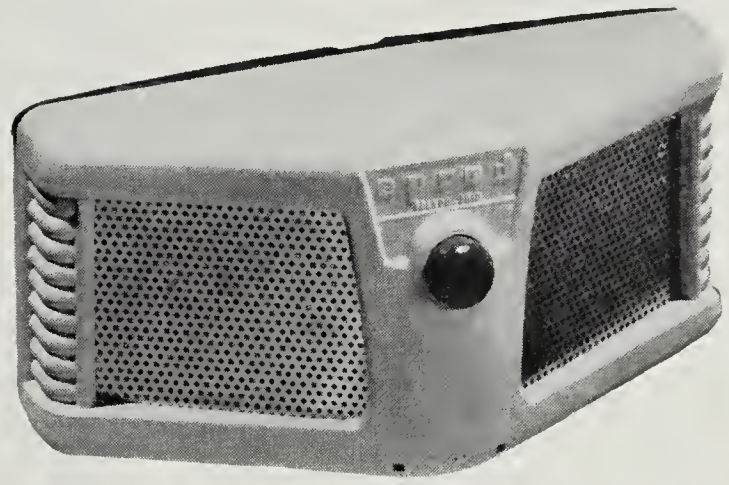


Modern drive-ins, such as the recently constructed Sundown, Whittier, Calif., have been built with the new wide screen systems in mind. In preparing for the showing of such film presentations, it is extremely important that all the projection and sound equipment be of the best quality available.



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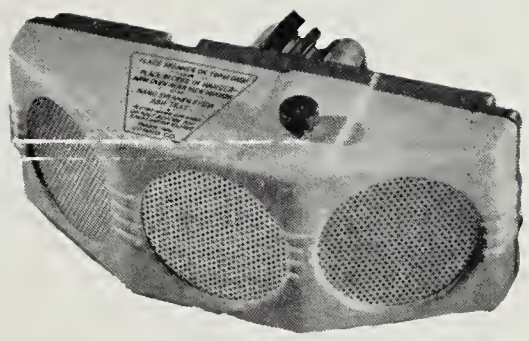
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It appears from National Carbon Company figures that the total screen lumens delivered by reflector type arc lamps at 115 and 135 amperes are not widely different than the light delivered by condenser type arc lamps at peak operation.

The choice of which type of arc lamp to buy must be guided by the original and operating cost of lamps and their attendant power source. Our figures show that the overall cost of reflector type of arc lamp and attendant power source is far lower than the combination of condenser type arc lamp and generator.

Filters

It is to be noted that if a filter is placed between arc lamp and projector there will be a drop in screen illumination. Thus, an arc lamp operating at 115 amperes without a filter could produce as much net screen illumination as obtainable at 135 ampere operation while using a filter. This fact should be taken into consideration in determining the type of equipment to be purchased and the size of the carbons to be used.

It is to be noted that if the projectors in use are equipped with adequate aperture cooling blowers, and/or water-cooled projector gates, and the arc lamps in use are equipped with blowers to help dissipate the heat within the lamphouses, no filters are necessary at 85, 100 or 115 ampere operation. At 135 ampere operation the use of a filter begins to be desirable and at higher amperages filters are definitely necessary.

Power Source

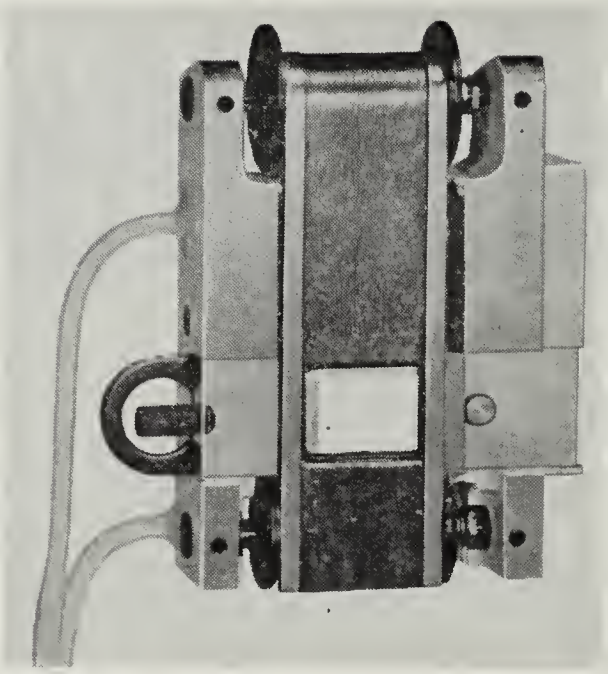
When a power source for your arc lamps must be purchased, a generator capable of delivering sufficient amperage at the proper voltage is regarded by us as being a better purchase than rectifiers both from an initial and operating cost standpoint. From a long-term wear standpoint the generator is certain to outlast rectifiers by many, many years.

Current Supply

If your theatre is served with single phase current you must obtain 3 phase current if you wish to operate high amperage generators as all except special order, and high cost generators operate at 3 phase current.

Sound Equipment

The various producers of CinemaScope productions have announced that future prints will be available in single optical, single magnetic or 4-track magnetic prints.



A photo of Motiograph's new water cooled gate, so vital in drive-in wide screen projection.

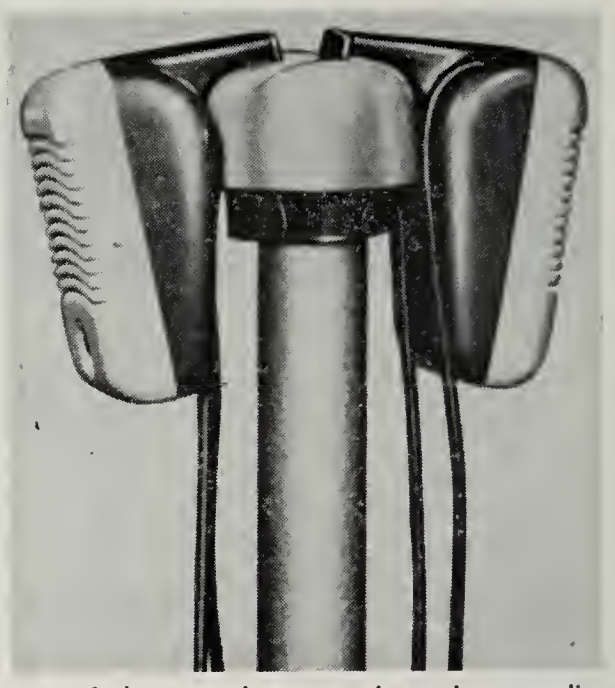
If optical prints are always to be available it is not necessary for the drive-in theatre to install any additional sound equipment to reproduce CinemaScope pictures.

Single optical prints are not always available so many drive-in theatres have found it necessary to install equipment to reproduce four-track magnetic prints.

The sound equipment necessary for such reproduction is simple and low cost. The equipment necessary is a pair of penthouse reproducers, a preamplifier incorporating a power supply, mixing device, changeover and volume control facilities.

Even though the time may come when single optical track prints may become available in quantity we still recommend that the above mentioned sound equipment be installed as magnetic recording and reproduction is far superior to optical recording and reproduction.

Magnetic recording permits a much greater frequency range than optical recording, a higher signal-to-noise-ratio and a much larger volume range. All major studios have used magnetic recording for their original records and have gone to optical methods only in the final stage for release prints. Thus in effect, all studios have by their own actions given evidence that magnetic recording is best. If magnetic recording is best then magnetic reproduction is also best. For the first time the theatre owner can give his patrons the benefit of this great technical advance. It's just as important, in my opinion, as giving the patron a better picture.



One of the most important items is a quality in-car speaker such as this Motiograph model.

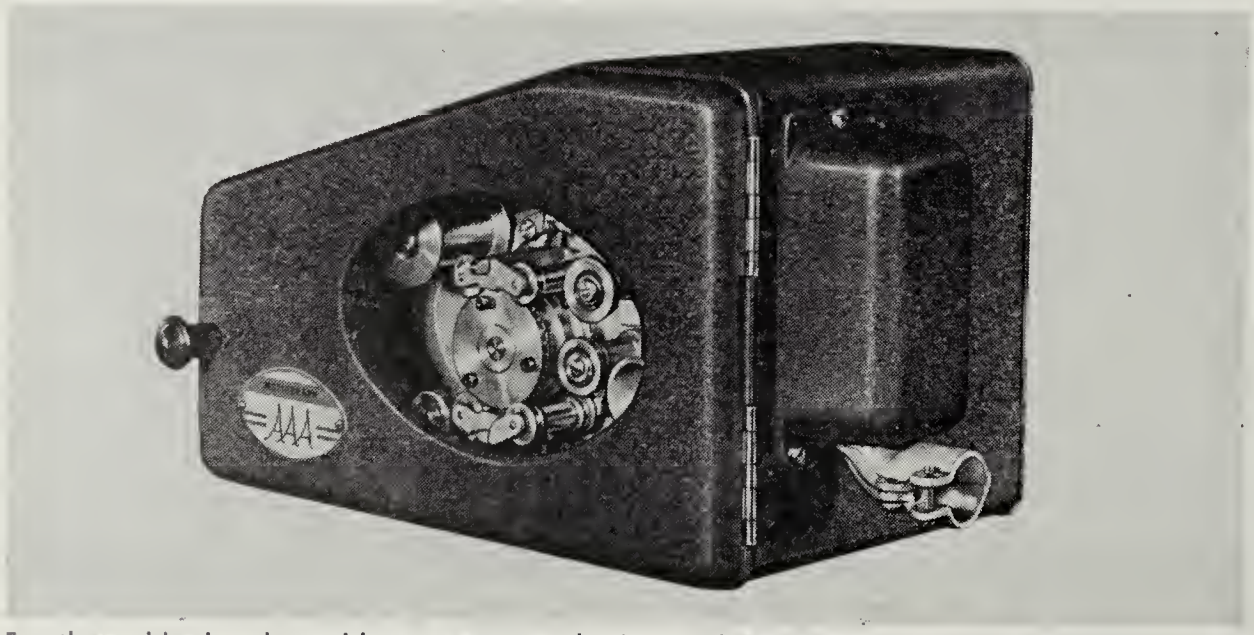
Projectors

Existing projectors must be modified for CinemaScope operation. Sprockets, apertures, shoes, tracks, rollers, lens holders and lens supports are needed in varying degrees by different makes or models of projector mechanisms. Every projector requires some modification.

Projectors should be equipped with aperture cooling blowers, and/or water-cooled projector gates, to help dissipate the tremendous heat from arc lamps. The heat must be dissipated to insure a picture without an in-and-out focus condition and to also make it possible to thread the projectors soon after use.

If projectors are not now equipped with shutter blades cut down as far as possible, consistent with travel ghost conditions, the blades should be changed. If projector repairs are also needed, the theatre owner might find it more economical to buy new projectors than to modify the old ones.

Dealers are in a position to modify your present projectors or supply you new ones, to modify your present lamps or supply you with new ones, to provide you with new generator or rectifier equipment, with new magnetic sound reproduction equipment. Yes, even provide you with screen paint or new screen materials.



For those drive-ins that wish to use stereophonic sound equipment Motiograph has a kit which includes a mixing unit and everything else necessary to reproduce four channel stereophonic sound.

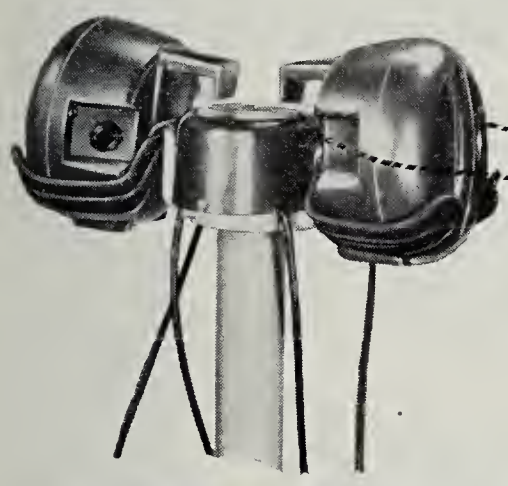


This projector is designed to show both CinemaScope and standard prints with minor changes.

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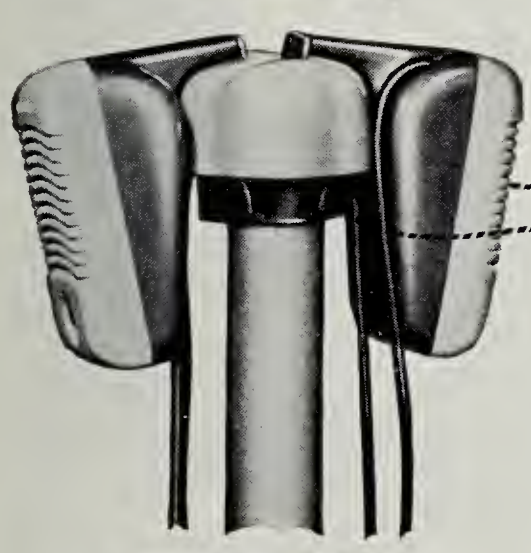
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Proper Equipment And Proper Exploitation Will Help

Playgrounds Sell Tickets

ALTHOUGH the drive-in theatre is a comparatively new form of entertainment in some localities, the novelty is fast wearing off over the nation as a whole. A few years ago very little inducement was needed to bring a capacity crowd most every night. The drive-in theatre was something new, unusual, and different. It was a novel form of entertainment and everybody wanted to experience the thrill of viewing a movie from the comfort of their car. Thus it's easy to understand why even third-rate pictures brought long lines of cars. Today, however, most drive-in theatre managers will agree it takes even more than first-rate pictures to fill their ramps now.

Family Amusement

Yes, the picture has changed considerably. Like everything else, the drive-in theatre has taken its place in the long list of family amusements. This list includes television, which beckons families to remain at home after a long, hard day and be entertained in the comfortable environment of their own living room. This list includes pools, beaches, and public parks which invite families to relax in their pleasant surroundings. This list includes major league, minor league and even little league baseball teams, all urging families to "back the home team." This list includes amusement parks and kiddie-lands which appeal to those families which desire a more active evening's entertainment. Yes, this list covers almost an endless lineup of recreational facilities, all agreed to satisfy a family's need for diversion. Competition for the public's entertainment dollar has never been keener . . . and it will be the far-sighted drive-in theatre managers who get their share.

The Ahrens Manufacturing Company, and their exclusive distributor, the Miracle Equipment Company, both of Grinnell, Iowa, are certain the answer to the problem lies with the children of your community. They claim the minute drive-in theatre managers overlook the children, they're overlooking their best salesmen. "Sell the children—they'll sell their parents" . . . that has been the basis of many a successful advertising campaign and promotional scheme. Every year millions and millions of dollars are directed primarily to the ears and eyes of children. Such phrases as "Ask mom to . . . ," "Get dad to . . . ," or "Bring your parents in . . . " are commonplace nowadays. Naturally, all this time, effort and money would not be expended in this direction if it were not a profitable approach.

Children Persuasive

The phenomenal success of the kiddielands is a perfect example of the inherent qualities of salesmanship possessed by our children. Even though kiddielands hardly ever appeal directly to the parents, every night they are jammed to capacity. The reason is obvious. Once a child has experienced the thrills of a junior amusement park, he is transformed into a salesman . . . a salesman who works hard and takes his job seriously for he knows he'll enjoy the pleasures of his favorite kiddieland once again only through persistence and diligence.

Now consider the tremendous advantage you have over kiddielands. You not only offer juvenile diversion but also adult entertainment. Naturally, parents are going to put up less sales resistance to their children's pleas if they know they can expect some enjoyment, too. Yes, you can employ every child in your community as your salesman, too. However, he'll work for you only if he gets a good return from his efforts. Put yourself in the shoes of your best salesmen and try to analyze your playground from their viewpoint:

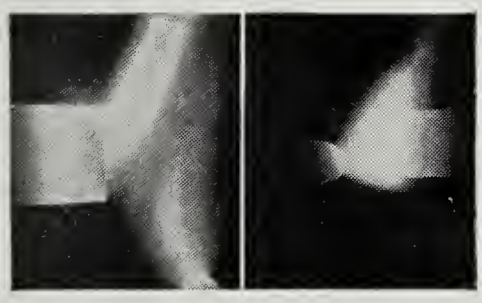
1. **Is your equipment** safe? Regardless of how much enjoyment your equipment affords, you give your junior salesmen an insurmountable task when you ask them to "sell" their parents on dangerous equipment. Most of the time this will bring an emphatic and final "NO!" and before you realize it, your emissaries decide you've sent them out with a very poor product. What would your reaction be if you were in their place?

Before you purchase any equipment, make sure you check its safety features. Contact other drive-in theatre managers who have bought this same equipment and find out if they ever had any serious accidents. A little research on your part will save you a lot of grief in the end.

Look over your present equipment. Try to imagine what reckless, careless children could think of to make it a safety menace. You must constantly be on the alert for

(*Continued on page PT-22*)





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Allied Drive-In Convention Equipment Highlights

Drive-In Trade Show A Complete Success

ST. LOUIS—As was expected, the trade-show held in conjunction with the second annual convention of the National Allied Drive-In Theatre Association, at the Chase Hotel last month, supplied a wealth of valuable information for the many outdoor theatre exhibitors who attended.

The more than 70 booths filled with an amazing variety of merchandise offered a graphic demonstration of the ever increasing size and complexity of drive-in theatre operation. An exhibitor could have purchased anything from a little gadget to permit patrons to keep their auto doors open without having the lights go on, to signing a contract for the construction of a 120-foot tower.

As would be expected exhibitors gave a good deal of attention to the equipment needed to show the various wide screen systems. The Strong Electric Corporation was showing its Super 135 projection arc lamp equipped with an 18-inch diameter f1.7 reflector. It was explained that this reflector would be made available to theatres with f1.8, f1.7, or f1.5 objective systems, and projectors cleared for these high-speed optical systems. Exhibitors who visited the Strong booth also learned that with this new reflector and matching high speed objective lens system, a total of 31,000 lumens could be projected through a standard .825 by .600 aperture, or 38,000 lumens using a CinemaScope aperture.

Another addition to the Super 135 lamps presented, for the first time at the tradeshow, was a special blower fan for keeping the Strong infra ban beam cooler at a lower operating temperature. The lamp also had the filter mounted on a removable holder for quick removal and ease of cleaning.

The big excitement at the Theatre Specialties booth was the introduction for the first time of the new 24-inch Bevelite plastic letters. Said to be the largest plastic letter presently available, this new addition to the line created quite a bit of interest on the part of the visiting drive-in operators.

A device which many theatremen gave a close inspection was the mechanical ticket-taking system developed by Electronic Signal and Instrument division of Revere Corporation of America.

Although primarily developed for use at bridges, tunnels, turnpikes, and other toll collecting points, the system has been successfully used at a number of drive-ins as means of automatically recording the day's business while eliminating the need for printed tickets.

With almost every drive-in theatre in the country thinking about, or already in the process of widening the screen tower, or replacing it completely in order to project wide screen pictures, it was no surprise to see the large number of exhibits devoted to this subject, or the large number of exhibitors who studied the models and asked for information from the various company representatives. The great variety of screens and extensions that were to be found was proof that the manufacturers were abreast of the times. It further demonstrated the value of holding tradeshows so that a theatreman has the opportunity to survey the entire market at one time, under one roof.

One of the largest and most colorful areas of the tradeshow was the display of playground equipment set-up by the Miracle Whirl Sales Company. The firm's exhibit of miracle whirls, swings, slides, etc., carried out their basic idea of combining showmanship and safety into playground equipment.

A newcomer to the drive-in playground equipment field was the Jamison Manufacturing Company. Exhibiting for the first time at a large industry tradeshow, the company offered an attractive array of swings, slides, and merry-go-rounds, all suitable for drive-in play areas.

At the J. E. Robin, Inc., display was to

(*Continued on page PT-26*)

D-I's Accepted Entertainment Form—Marcus

The large attendance at the National Allied Drive-In Theatre Association held in St. Louis last month, "symbolized the arrival of the acceptance of the drive-in as a major contribution of the motion picture industry to the entertainment of our nation," according to Ben D. Marcus, outgoing Allied States Association president.

"The industry," Marcus continued, "for a long time has been quite dubious about the possibilities of this new medium of entertainment. However, the Allied leaders throughout the nation had foresight and realized the great potential of this wonderful outdoor medium of entertainment, adopted the new born baby, and started to nourish and develop it until it reached its present growth."

Marcus said that the National Drive-In Conventions were instituted so that outdoor exhibitors from all over the country, "could attend a seminar which would act as a school and an information bureau where exhibitors could meet for the purpose of exchange of ideas on the proper types of equipment, furnishings, and suggestions for booking the proper pictures.

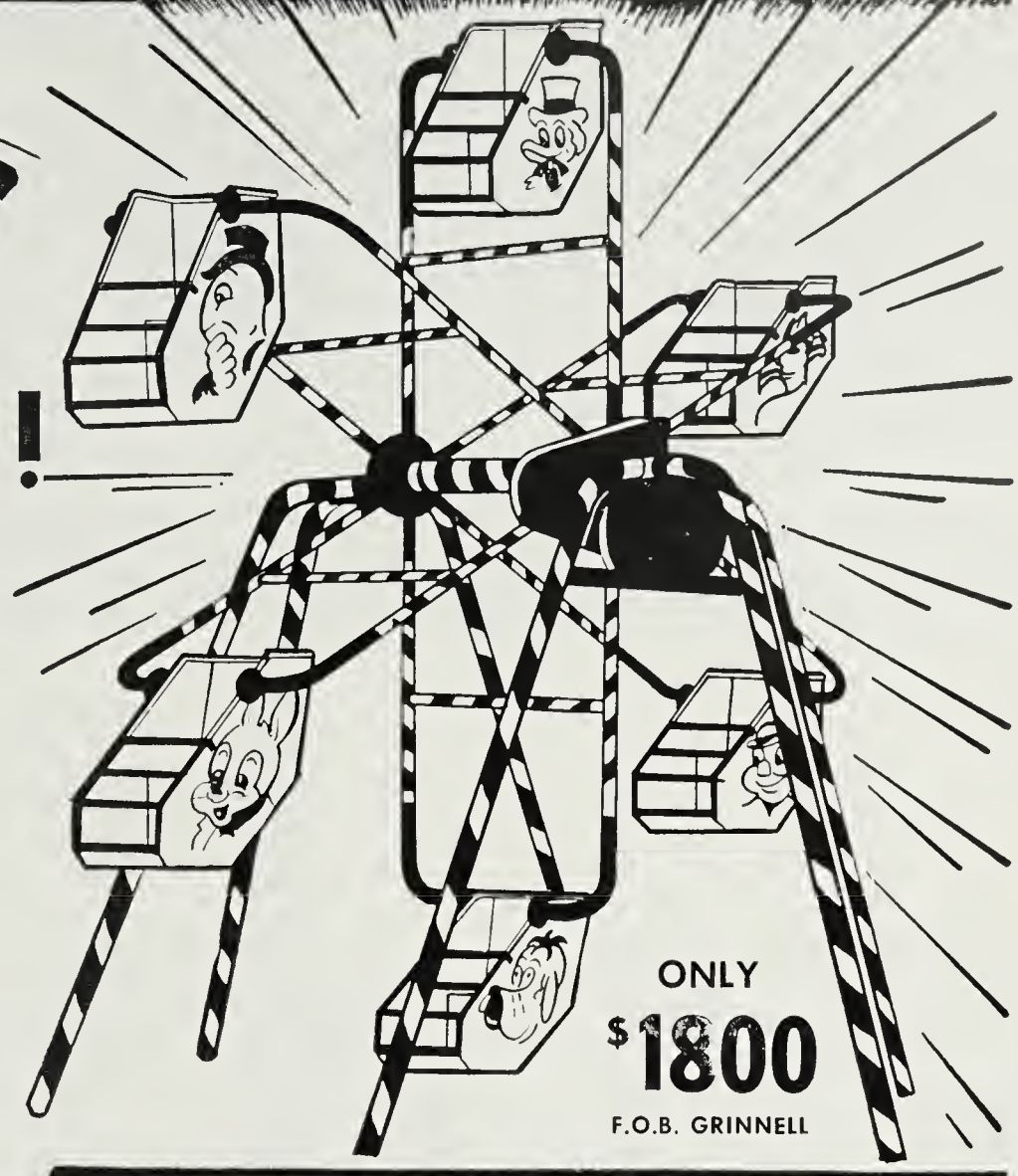
"The outdoor theatre exhibitors also have a great responsibility to our industry and to the public. They must see that their theatres are properly constructed to insure positive safety for the patron, and equip them with the finest in sound and projection equipment. Also, safe playground equipment should be properly supervised to make their theatres an inviting place to the public for comfort and relaxation," Marcus concluded.



The happy group above are in the process of signing the contract for the combined conventions and trade shows to be held by Allied, TESMA, TEDA, and IPA in Chicago, Nov. 6-9. Seen, left to right, Fred C. Matthews, TESMA president; Bob Hoff, TESMA board member; Jack Kirsch, Allied of Illinois Abe F. Meyers, National Allied general counsel; and Thomas J. Sullivan, IPA executive vice-president.

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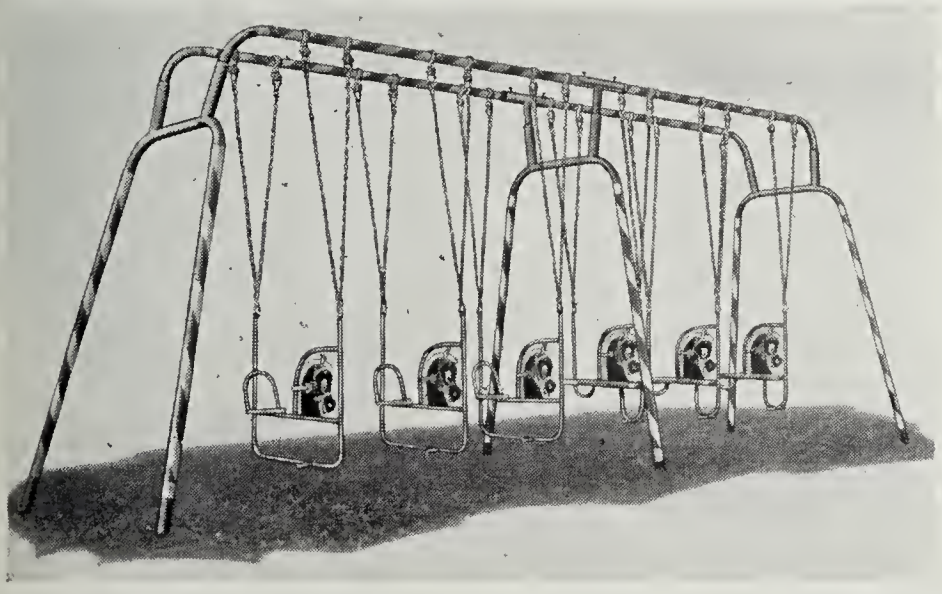
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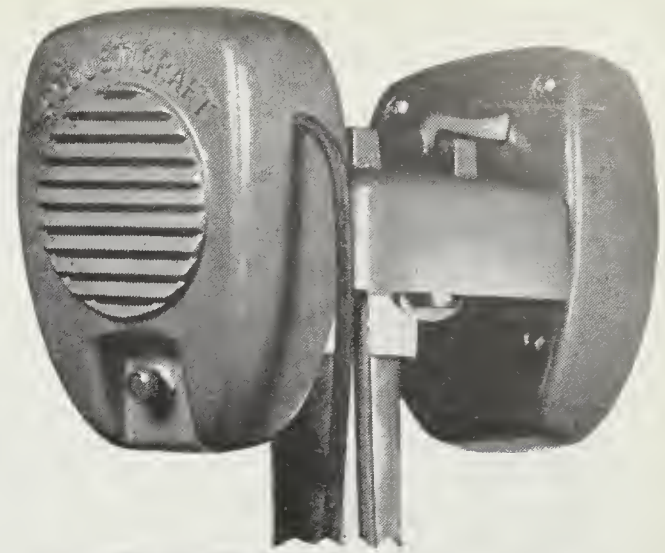


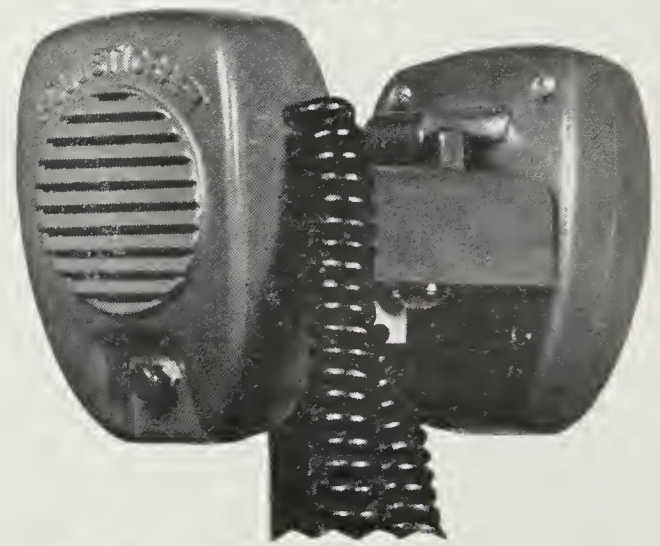
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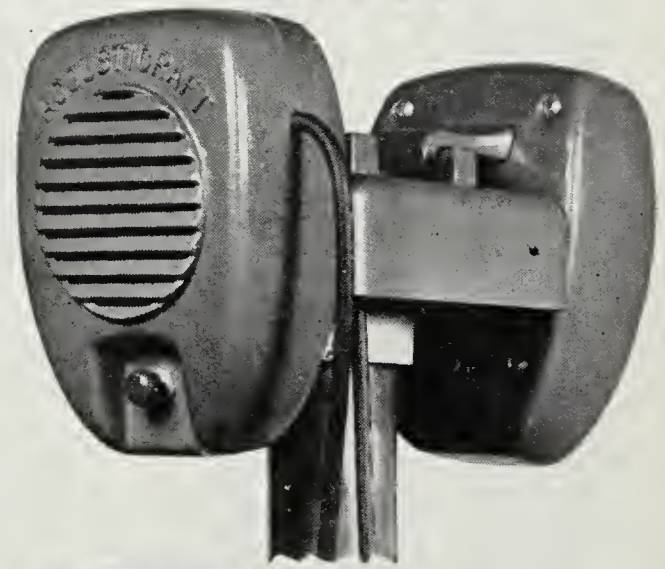
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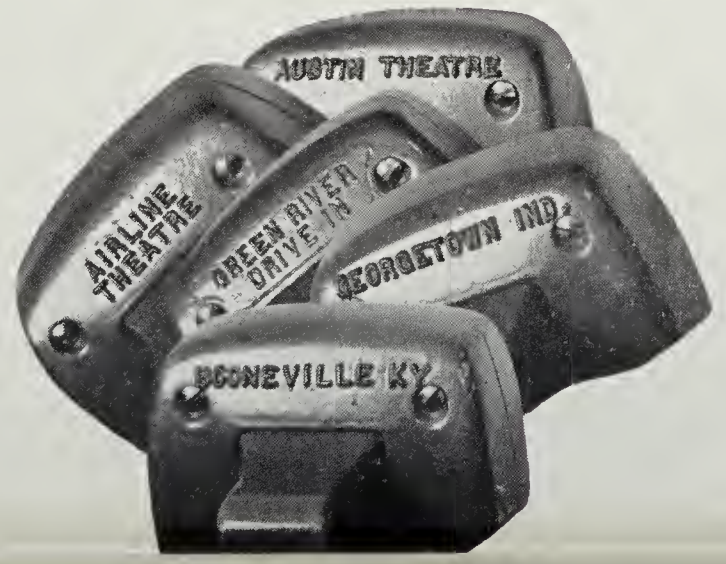


—BECAUSE Only the Dawo Acousticraft offers so much for so little—solid, durable cast aluminum cases, non-deteriorating; designed for strength and combined with the finest of component parts; IRC wire wound controls; Quam-Nichols 4" Adjust-A-Cone speakers; brass bushed knobs; quality all the way thru—and **ACOUSTICALLY TOPS**—because of the engineered compound curved sound chamber. You get the finest toned speaker available—with a full range of sound that extends beyond the transmission facilities of your theatre—all this and at prices that are amazingly low—no small speakers—no substitute cases—just the best full quality speaker available—anywhere—thru your independent dealer—or from the factory. One or one thousand—quick delivery.





There is no additional charge for your personalized speakers when ordered in lots of 50 or more.



DAWO CORP.

145 N. Erie Street **TOLEDO, OHIO**



A number of drive-ins are finding it profitable to install a swimming pool as a means of getting added revenue and building patronage as well.

POOLS AND PLAYGROUNDS AT DRIVE-INS



The value of playgrounds at drive-ins have proven themselves in almost every situation. Here we see some of the basic equipment in the play area at the Hilltop Drive-In, Escanaba, Mich., being put to use.

LIKE popcorn is a boon to the indoor theatres, the children's playground is an unfailing business stimulator at the drive-in boxoffice and concession stand.

As one exhibitor put it, the children's playground spells the difference between counting the "take" and taking the count. So, most modern outdoor theatres have installed play areas, where the youngsters can swing, slide and climb before the movies start. As a result, a sizeable new market for playground devices has developed in the last few years.

Parents Relax

Parents bring their children early so they can relax in their cars or on the benches while the youngsters are romping around the playground. In not many minutes, of course, the small fry develops a big appetite and thirst. And, this means bigger sales of hamburgers, hot dogs, popcorn and cokes at the concession stand.

The playground also makes the drive-in theatre a solid, permanent part of the community and builds invaluable public good will.

Examples

Take the case of the Hilltop Drive-In, located in a rural area a couple of miles from Escanaba, Mich. Manager Rex Coulter allows the youngsters in the Five Corners community to enjoy the playground all day long. It's the only playground within miles.

The Hilltop purchased its playground apparatus for less than $600. It consists of primary castle walk, a 12-foot all-steel slide, merry-go-round, two see-saw boards, and two swing sets, one of which is equipped with the chair-type nursery seats for small tots.

Manager Coulter says the Hilltop playground has attracted parents with their children two hours before show time. They fill the front ramps near the playground first, thereby easing the parking problem later.

One of the pioneers in drive-in playgrounds is the Smith Management Company of Boston, which operates about 20 outdoor theatres in the middle west and along the east coast. All the Smith drive-ins are equipped with slides, swings, merry-go-rounds and other equipment installed by the American Playground Device Company.

Arnold Berger of the Smith Management Company recommends that the playgrounds have good lighting and proper supervision. He also favors park benches so parents can sit in comfort and watch their children; which, of course, encourages supervision by the parents, themselves.

The Community Theatres, Inc., of Detroit, also has children's playgrounds at all its open-air theatres in the Detroit area. As Adolph Goldberg of Community Theatres points out: Playgrounds bring the whole family to the show; they solve the baby sitter problem for many folks.

Rugged Equipment

Equipment at the drive-in playgrounds get as much, if not more, use than the apparatus installed at schools and parks. So, the swings, slides, castle towers and other units must be ruggedly built, safe and well-designed. The equipment must be strong enough to withstand for years the use and abuse that healthy, vigorous youngsters give these playground devices. It's a poor investment to install equip-

(*Continued on page PT-30*)

EXPERIENCE COUNTS
in CinemaScope screen construction
. . . and we've got it!

LOOK at this partial list of Drive-In Screen Installations

Plainville Drive-In, New Britain, Conn.
Highway 40 Drive-In, Kansas City, Mo.
Ridge Rd. Drive-In, Griffith, Ind.
Route 66 Drive-In, Chicago, Ill.
West Side Drive-In, Detroit, Mich.
Neponset Drive-In, Boston, Mass.
West Side Drive-In, Cleveland, Ohio
Pendelton Pike Drive-In, Indianapolis, Ind.
Montgomery Drive-In, Cincinnati, Ohio
Bluemound Drive-In, Milwaukee, Wis.
Dedham Drive-In, Dedham, Mass.
Route 3 Drive-In, Rutherford, N. J.
Revere Drive-In, Revere, Mass.
Air Way Drive-In, St. Louis, Mo.
Route 46 Drive-In, Saddle River, N. J.
Natick Drive-In, Natick, Mass.
Livingston Drive-In, Livingston, N. J.
V. F. W. Parkway Drive-In, West Roxbury, Mass.
Lee Highway Drive-In, Merrifield, Va.
Manchester Drive-In, Manchester, Mo.
East Side Drive-In, Detroit, Mich.
Avon Drive-In, Avon, Mass.
Drive-In in Staten Island for Fabian Circuit
Newark Drive-In, Newark, N. J.
Roosevelt Drive-In, Jersey City, N. J.
Route 38 Drive-In, Camden, N. J.
Route 30 Drive-In, Camden, N. J.
Garden State Parkway Drive-In, Camden, N. J.
By-Pass Drive-In, Lancaster, Pa.
Super 40 Drive-In, Cumberland, Md.
Whitestone Bridge Drive-In, Bronx, N. Y.
Sunrise Drive-In, Valley Stream, Long Island, N. Y.
Drive-In, Atlantic City, N. J., for Walter Reade Circuit
Gratiot Drive-In, Detroit, Mich.
Meadows Drive-In, Hartford, Conn.
Dartmouth, Nova Scotia
Stoney Creek, Ontario, Canada
Mohawk, Hamilton, Ontario
Troy Drive-In, Troy, Mich.



and many others are in process at this time.

SIGNS INC.

DRIVE-IN THEATRE DIVISION



48 GENEVA AVE. • BOSTON 21, MASS. • HIGHLANDS 5-9500

Playgrounds Sell Tickets

(*Continued from page PT-16*)

any exposed mechanism, a broken step, a strained part—anything that could cause big tears from small eyes.

Once you and your employes are assured that your equipment is completely safe, then keep it that way. A daily schedule of preventive maintenance is usually all that's required. It doesn't take too much time or effort and it will pay off in big dividends. A squirt of oil here, a new part there, a new coat of paint occasionally—this constant upkeep will help you maintain a spotless safety record.

Remember, your safety factor is the key to a successful playground operation and, ultimately, to a profitable enterprise.

2. Is your playground equipment appealing? Does it possess that indefinable quality known as good showmanship? You cannot expect your pint-size promoters to work for you unless you make it worth their while. Why should they plead with their parents for a night at the drive-in if you don't reward their efforts with an evening filled with fun and laughter? You can correctly assume that almost every child in your playground should get at least some credit for another car in your ramps. Don't you think he deserves a good commission?

Naturally, the number of pieces of equipment in your playground depends upon many factors. However, if you're crowded for space or limited financially, that still does not keep you from displaying good showmanship with the equipment you have on hand or plan to buy. There are swings on the market now which are modern in design and gaily painted like peppermint stick candy. Some of the wooden seats on you present swings can be replaced with safety belts, chairs or even hoppy horse units. One or two animal slides might do wonders in enhancing the appearance of your playground. You can buy multi-colored merry-go-rounds which are self-propelled and handle an amazing number of children.

Of course, a mechanical ride helps tremendously. Pony rides, chair rides, miniature trains . . . there are many good rides from which to choose. However, make sure you exercise good judgment when you make your selection since a mechanical ride is always the center of attraction. Make sure it's bright and colorful . . . make sure it can be easily supervised . . . make sure it will not require a huge amount of expensive upkeep . . . make sure it has mass appeal.

A colorful picket fence enclosing your playground not only makes it more appealing but also helps parents keep track of their small fry. You can increase this appeal even more by mounting some of these Masonite "fairy-tale" characters on your fencing. Yes, there are countless ways to improve the showmanship of your playground . . . but it depends to a large extent upon the imagination of you and your staff.

Above all, always keep the kids in mind! Try to envision every new idea in their eyes. They are the final judges . . . They are the ones you must please. Are they too demanding? Well, maybe . . . but, after all, they're your best salesmen.

Samuel's "Man Of The Year"

ALLENTOWN, PA.—"The Young Man of the Year" in this city is Abram Samuels, president of Automatic Devices Company, makers of curtain tracks and control equipment.

The head of the well known manufacturing firm was awarded the U. S. Junior Chamber of Commerce certificate identifying him a "recipient of the Distinguished Service Award for Outstanding Community Service." President Judge James F. Henninger, of the Lehigh County Courts, presented the award on behalf of the Allentown Junior Chamber of Commerce, with 800 dinner guests looking on.

Samuels is a member of the board of directors of The Pennsylvania Society for Crippled Children and Adults, a past president of the Lehigh County Crippled Children's Society, vice-president of the Allentown Rotary Club, and has been active in many community betterment projects. He is 34. His company is a leading manufacturer of curtain tracks, curtain controls, stage equipment and motor generator sets for theatres, schools, auditoriums, churches, residences, and a wide variety of other installations.

American Optical Company Creates Motion Picture Products Division

SOUTHBRIDGE, MASS.—American Optical Company has created a new division to handle its motion picture products business. William F. Peck, who has headed the AO instrument division, Buffalo, N. Y. will be general manager of the motion picture products division.

This new division will be responsible for the exploitation and commercial application of all company products made for the motion picture industry, and for all company activities relating to the commercial phases of the Todd-AO project.

Peck, who will report to the president of the company, will have his offices in Southbridge. For the duration of the project, the instrument division will be in charge of a management committee.



Seen at the Altec booth at the Allied Drive-In Convention is David Arthur, of St. Louis Amusement Company (left), and L. D. Netter, Jr., Altec sales manager. The background display illustrates some of the various Altec service procedures.

EXPERIENCE COUNTS
in CinemaScope screen construction
...and we've got it!



installation by
SIGNS INC.
DRIVE-IN THEATRE DIVISION



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AMERICAN *Approved* PLAYGROUND EQUIPMENT

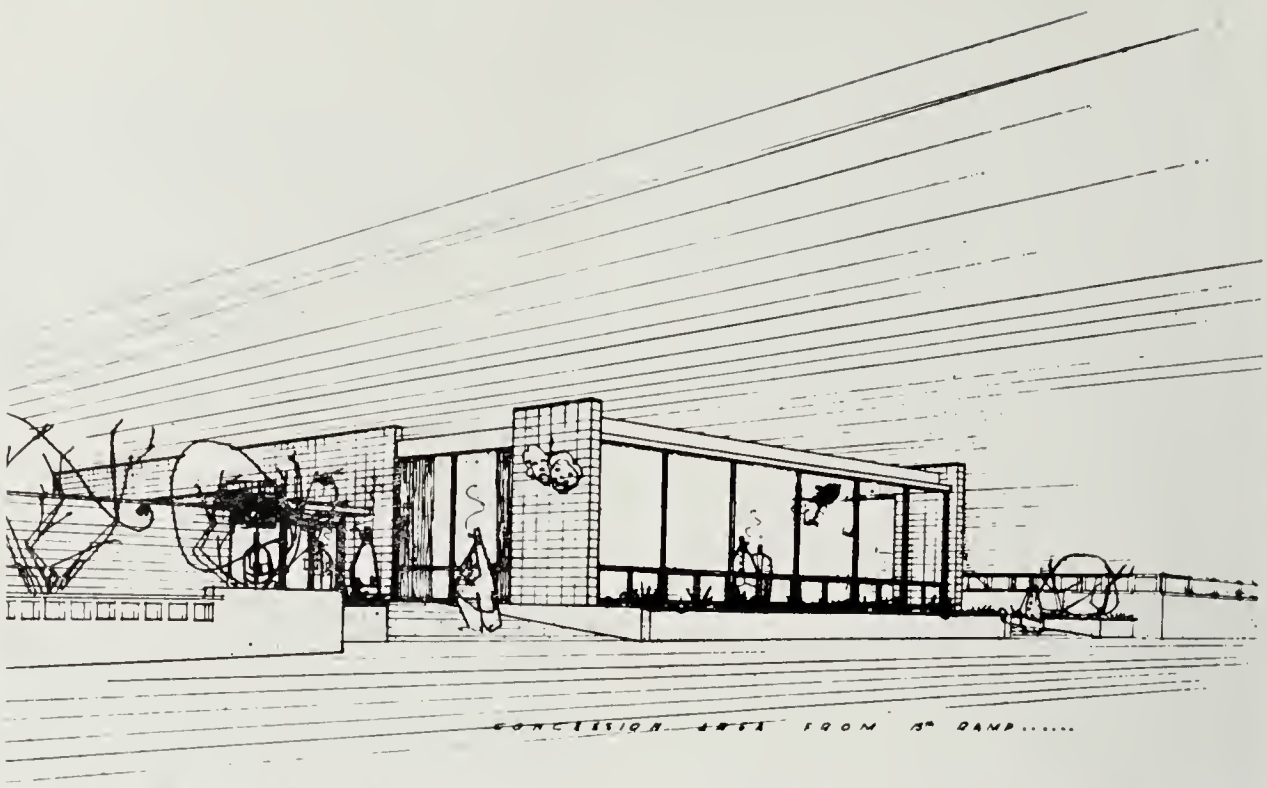
Unsurpassed in Design, Safety and Performance

● It's the *plus* factor that makes American the most respected name in Playground Equipment . . . *Plus* in design—American leads the field. . . . *Plus* in performance—*Approved* Equipment stronger, more ruggedly built to assure a lifetime of perfect repair-free service . . . *Plus* in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design and performance and unmatched safety.

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WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

BRANCH PLANT AT NAHMA, MICHIGAN



This is a sketch of the concession building at the Holiday which will be 47 by 72 feet. Tables will be placed on the landscaped terraces on the opposite side of the playground for patrons.

Drive-In With A Future

(*Continued from page PT-10*)

appearance as viewed from Page Avenue, the principal thoroughfare of that section of St. Louis county, making it one of the most appealing amusement centers in the middle west.

The architects state no effort has been spared to put the Holiday years ahead of its time in the field of outdoor entertainment.

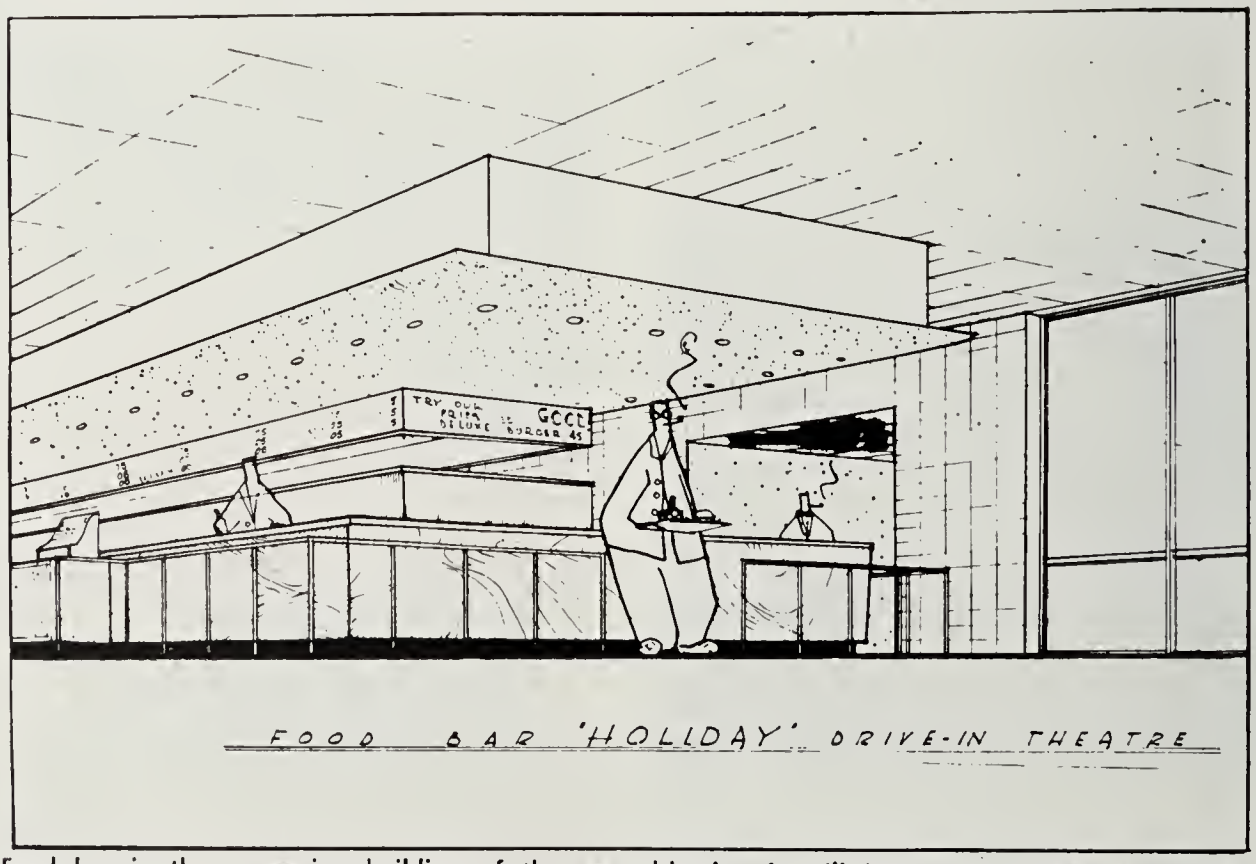
The Swan Construction Company, St. Louis County, is the general contractor in charge of the actual construction of the drive-in.

The throw from the projection booth to the 62 by 120 foot screen will be 720 feet. The National Theatre Supply, through its St. Louis Branch, is providing special lenses to provide a perfect picture properly illuminated on the screen. National Theatre Supply will provide the drive-in with the latest type of Simplex projection and sound equipment, Simplex speakers and posts, etc.

Plans for the concession were prepared by Jule Jablonow in cooperation with Paul Garfinkle, specialists in restaurant and cafeteria fixtures, equipment and supplies. The concession equipment alone will cost some $30,000. It will measure 47 by 72 feet, and as indicated is to have four lanes for the convenience of the patrons. The counters will be stainless steel with formica tops, and the equipment is to include Manley popcorn machines, Perlick soft drink dispensers, Nelson ice cream boxes, Buettermats, Hot Point and Toastmaster electrical equipment, etc.

In addition to the Magic Carpet the concession will be provided with terrazzo floors. The walls will be done in pastel shades, in appealing greens, purple, browns, etc.

Since the concession building and the contemplated restaurant will be convenient to Page Avenue, there is a strong probability that the Jablonow-Komm circuit officials may decide to make these facilities available for the convenience of the employes of a large number of industrial and commercial enterprises in the vicinity of the drive-in. The Overland and adjacent Vinita Park and Pagedale areas



Food Bar in the concession building of the new drive-in. It will have four self-service counters which will be of stainless steel with Formica tops. The concession equipment will cost over $30,000.

of St. Louis County is developing into a heavy industrial sector and the quick, convenient service of the drive-in's food dispensing facilities are sure to prove popular with thousands of men and women who work in the near-by industries, etc.

The playground is to be equipped with the latest in the way of mechanical rides and the conventional slides, see-saws, etc., that have so much appeal to the American children. The playground will be efficiently supervised for the protection and entertainment of the youngsters.

In designing the lighting facilities adjacent to the ticket booths, and for the name signs, marquee, etc., and also the hold parking area, the Jablonow-Kamm interests and their architects have cooperated fully with the police of Overland and the Missouri State Highway Department. The hold area, to be fully paved, will provide space for 200 cars in this off-the-highway parking space.

The patio terrace adjacent to the concession building is to have such equipment as summer-type outdoor tables, umbrellas, etc.

The construction schedule calls for the completion of this most modern outdoor theatre and its major facilities for full use early in the spring of 1955.

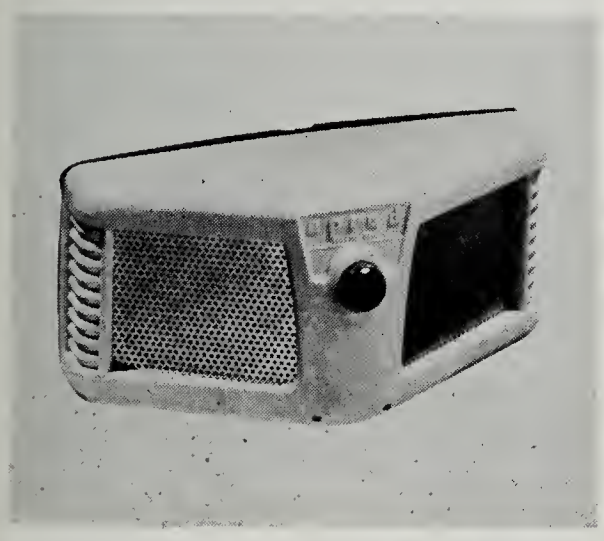
Eprad Offering Complete Line Of In-Car Speakers

TOLEDO, O.—A complete line of in-car speakers for drive-in theatres, including the new "Stereo 2" for stereophonic sound reproduction, is now being offered by Eprad, Inc.

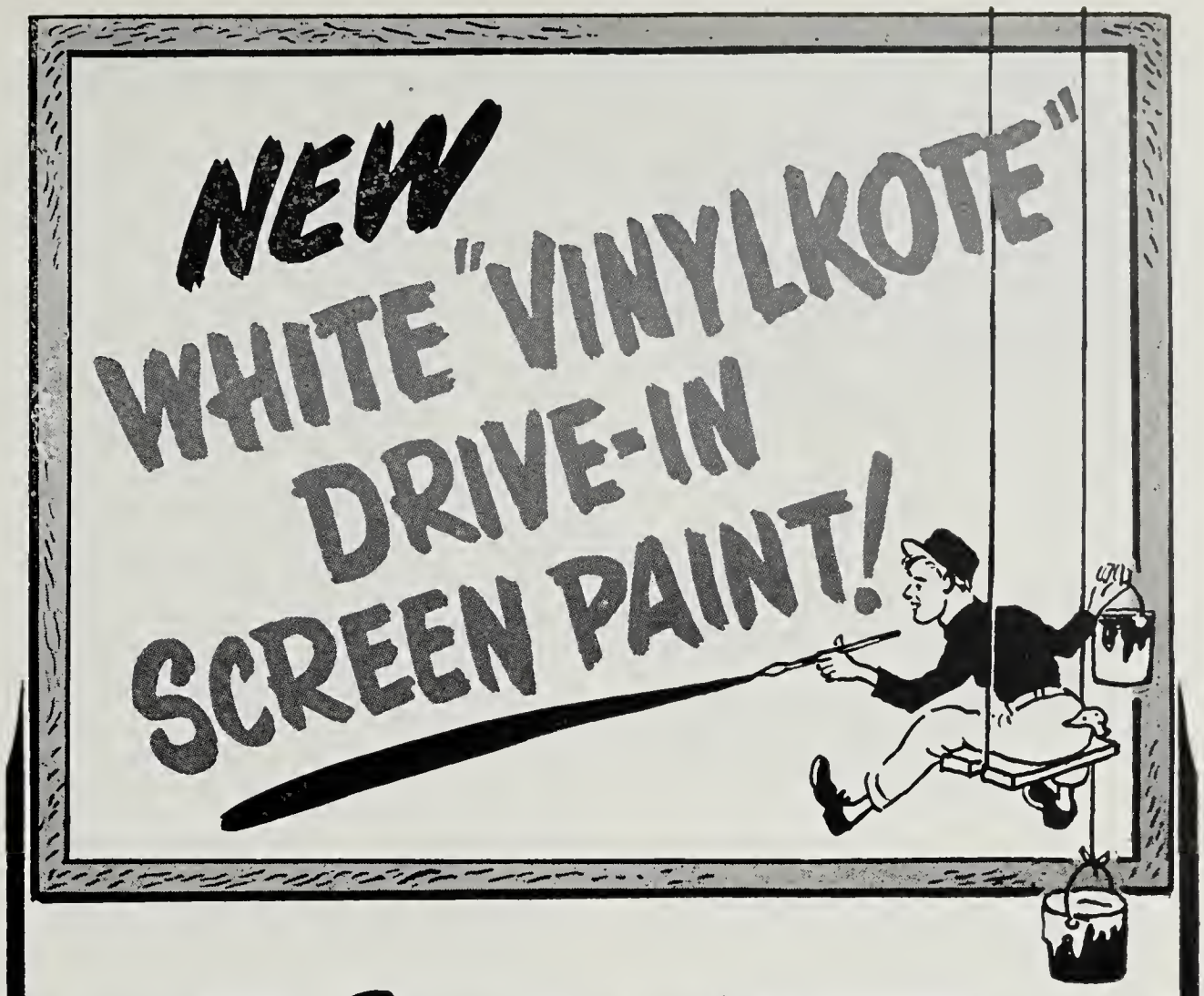
The "Stereo 2", said to be the most compact and economical stereophonic speaker on the market, uses a new concept of binaural sound bringing all three channels through two 3½ inch cones in one speaker case. This is made possible by using an automatic coupling crossover system perfected by Eprad.

This makes possible savings in speakers, junction boxes, booth equipment and underground wiring. Many drive-ins now using single-coned speakers can convert to stereophonic sound without re-wiring the ramps by installing the "Stereo 2," it is claimed.

Eprad also manufactures the "Stereo 3," a speaker that utilizes three driver units, each connected to the proper channel amplifier, thus bringing the sound from that portion of the screen from which it eminates and reproducing multi-channel sound in its full dynamic range.



Eprad's new "Stereo 2" reproduces three channel stereophonic sound through two cones in one case.



THE *Sensational* RAYTONE
WHITE DRIVE-IN SCREEN PAINT

. . . is truly the most outstanding drive-in screen paint that has ever been developed by modern science. A gigantic stride in surface technology now permits Raytone to offer a paint for asbestos, concrete and flexboard screens with properties never before expected in a paint so simple to apply.

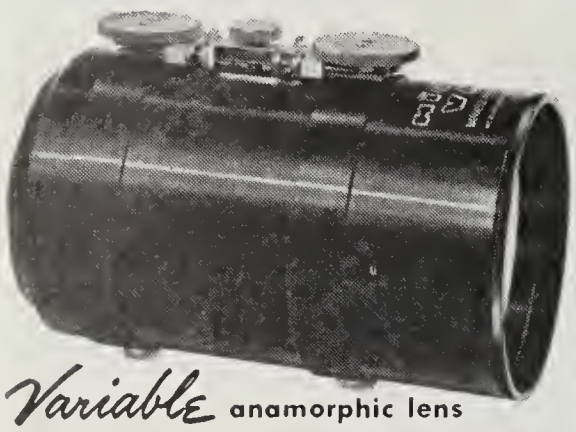
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- Can be applied over any painted or unpainted surface.
- Can be applied by brush or spray.
- Has excellent hiding properties; one gallon covers 400 sq. feet!
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- It will not scale, crack or blister.
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- It is durable, flexible and has terrific adhesion.
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4. HILUX-VAL is manufactured by one of the world's largest and oldest manufacturers consistently supplying the motion picture industry with recognized products and reliable service for generations.

Available at a price that is unequaled for a fine quality anamorphic lens, thru your supply dealer only.

Price **includes** support brackets, storage case, corrector lenses, lens caps and cleaning brush; truly a complete package!



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Wherever Fine Optics are Important
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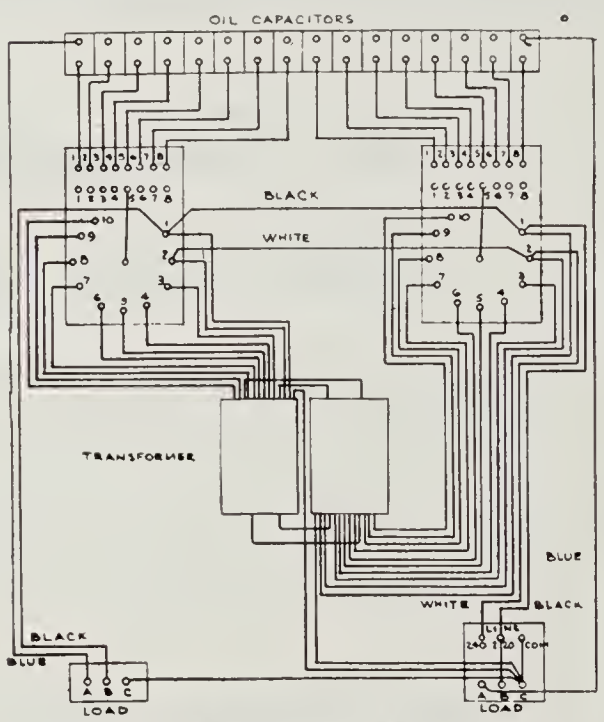
Allied Drive-In Convention

(*Continued from page PT-18*)

be found that film's line of heavy duty "Robin-Arc" selenium rectifiers. Designed for 3-phase 185-225-volt 50/60 cycle power lines, the rectifiers feature a special transformer with a "built-in ballast" for the proper operation of carbon arc projection lamps.

According to the manufacturer these rectifiers were designed with a large safety margin for heavy duty motion picture operation requirements, such as those to be found in drive-in theatres. In addition to the rectifiers, the J. E. Robin display also included the "Ro-Ro" which can convert a single phase power line into 3-phase power for the operation of projection equipment.

Another outfit making its first appearance at a major industry gathering was the Safeway Sanitation Company who sell the Safeway toilet which is designed and installed to use only one quart of water per flush. This is of particular interest to drive-in operators since their theatres are often located in areas where getting a



A diagram of the J. E. Robin "Ro-Ro" which was exhibited at the convention. This converter is said to give three phase power off single phase current power lines wherever it is required.

proper water supply presents a problem. This Safeway toilet is said to eliminate the unsanitary conditions that often prevail during the break period when hundreds of gallons of water are flushed into the drainage field, causing it to flood back-up through the toilets and flood the restrooms.

The Wollensak Optical Company was showing its line of projection lenses. A good deal of interest was shown in the Vari-Focus supplementary lens which that firm produces. Drive-ins, like roofed houses, today find themselves in a position where they have to show films in various aspect ratios, therefore this lens created interest since it is said to produce any wide screen aspect ratio (non-anamorphic) when used in conjunction with the standard projection lens. The company representatives demonstrated how simple it was to install the Vari-Focus, and to make the necessary adjustments.

A trend which has been on the increase in recent years is toward the use



A view of the Strong Super 135 projection arc lamp with its new 18-inch fl.7 reflector. It is said 31,000 lumens can be made with a standard aperture and 33,000 with CinemaScope.

of in-car heaters so that drive-ins can lengthen their operating season. Therefore, one booth that was well attended was the Thermolator Corporation's. Some of the features of their "Inker" heaters include an automatic thermostat, a koiled kord to eliminate dragging and tangling in the wheels of the cars, and a heavy duty three-prong plug or post bracket for permanent installation if desired by the exhibitor.

Arvin Industries also exhibited its line of heaters. According to the represen atives of the firm the heater offers complete user safety because of a double fusing system and a special grounding feature. The heater operates on a three-phase system, one lead going into the ground, and uses a fan to circulate the heated air throughout the car so that all the occupants will feel its warmth.

Still another of the hundreds of items which were on display, and which had an application to outdoor theatres, was the National Dryer put out by the National Dryer Corporation. The hand dryer has a porcelain-enamel finish with chrome-plated exterior fittings. The unit contains an automatic circuit breaker which protects the heating elements and eliminates the need to replace fuses. Its drying nozzle pivots a full 360 degrees, thus making it applicable to dry the face as well as the hands.

Of course National Theatre Supply had one of the most extensive and popular display areas. Here the drive-in exhibitor had the opportunity to see, examine, and get demonstrations of almost everything needed for successful running of his theatre.



The Crew Cuts, popular signing group, and a pretty little girl, seem to be enjoying the Miracle Whirl display at the tradeshow held in conjunction with the recent Allied drive-in convention.

Other firms who have, through their long years of experience in the field have come to represent the finest in theatre equipment and supplies also participated in the tradeshow. These included Motiograph, Inc., Raytone Screen Company, Projection Optics Company, RCA, Eprad Company, Dawo Speaker Company, Altec Service Corporation, Drive-In Theatre Manufacturing Company, and many others.

There were few who attended who were not impressed by the quantity and quality of the equipment which was displayed. It proved conclusively that the manufacturers and dealers were doing all in their power to furnish drive-in operators with all the things necessary to keep up with the latest advances made in projection and sound techniques, as well as the many special needs common only to the outdoor theatre.

Screen Tower Forum Held

ST. LOUIS—One of the most interesting and important meetings held at the recent Allied Drive-In Convention, at the Chase Hotel, was the drive-in tower forum.

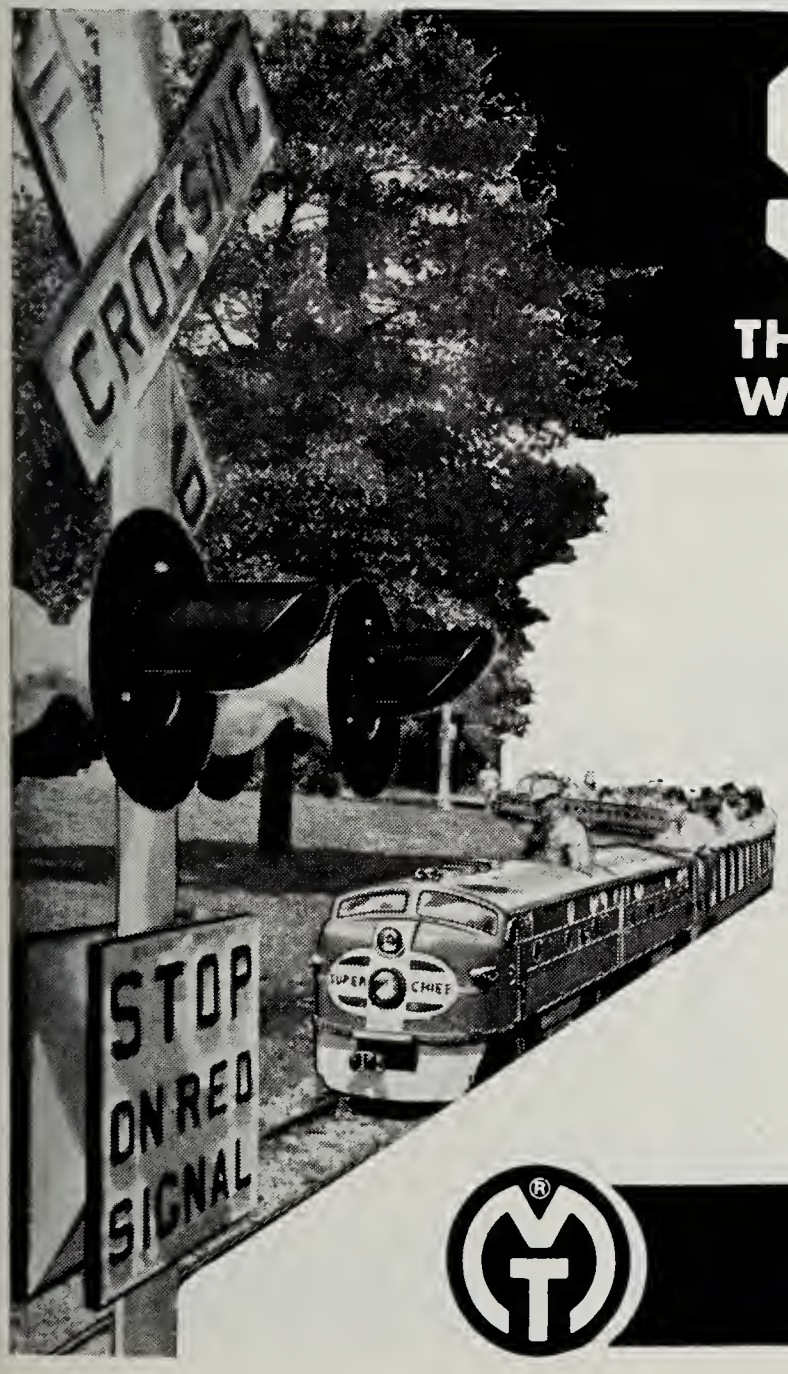
The panelists at the forum were John Selby, Selby Industries, who warned against the economy of "price" in the construction of a tower. Selby pointed to the unfortunate experience of some New England drive-ins which were destroyed by the hurricanes of last year. He advocated the use of curved and tilted tower construction for the best picture results, and for resistance to heavy winds. Selby contended that curved and tilted towers will increase light density "from five to 10 per cent. He also touched on the modern trend toward making the road side of the tower attractive to the public, though the elimination of the old-fashioned boxed effects, and by using bright, warm, appealing colors.

Ted Juhlin, of Timber Structures, Inc., spoke principally on the widening problems to bring the older drive-in up-to-date for CinemaScope, VistaVision, etc. He said that many drive-in owners are spending more money than is necessary, and that the widening should be done at both ends of the screen rather than on one side only because of the difficulties encountered in lining up the center of the picture.

Dave Siegel, Signs, Inc., touched upon the advantages of having steel towers patterned for the project and installed by companies that specialize in that phase of drive-in construction.



One of the highlights of the Allied Drive-In convention and tradeshow was the introduction by Theatre Specialties of its new line of 24-inch Bevelite plastic letters, said to be the largest ones on the market.



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THE FAMILY CROWDS AT YOUR DRIVE-IN WITH Ⓜ MINIATURE TRAINS!

ATTRACT NEW CUSTOMERS AND BRING BACK OLD CUSTOMERS AGAIN AND AGAIN WITH CROWD-PLEASING MT MINIATURE TRAINS

MT Miniature Trains bring all the realism, excitement and thrills of a BIG TRAIN to your Drive-In. Immensely popular, they have been directly responsible for boxoffice receipt increases up to 33⅓%, and concession receipt increases up to 50%. MT Miniature Trains appeal to the entire family—and it is the family crowd that will come to your Drive-In earlier and oftener, and give you a bigger play at your boxoffice and concession stands.

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Drive-In Theatres present special problems when it comes to setting up a system for admissions and cash control. We know the weak spots in current procedure that cost you money. And we've developed an admissions control system and equipment that are 100% effective in safeguarding your ticket revenue.

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Drive-Ins And Wide Screens

(*Continued from page PT-7*)

give you efficient use of both wide presentation of standard prints and of Cinema-Scope. We strongly urge every exhibitor to utilize every foot of available height.

Many exhibitors are of the opinion that only standard shop models of towers are available and must buy what the sales book offers. This is not so. Any size or style tower may be engineered to meet your particular requirements or specifications. The towers may be had flat or curved, vertical or tilted, according to your theatre's demands.

Facing for the screen tower has been a difficult decision for most exhibitors. They have been confronted with claims of indefinite guarantees, maximum light efficiency, no maintenance, and all with costs equal to or greater than the tower. We are still doing research work for the perfect facing, and will not introduce it to the market until we feel perfection has been achieved. In the meantime, we have continued to furnish our steel facing, which we introduced several years ago, and of course in addition, APAC transite facing and marine plywood. Proper painting of the facing, of course, is just as important as the facing and the all-important problem of whether to have the facing tilted or vertical. We agree that proper tilting does increase the light reflection to the viewer, however, tilting does increase the many angles of reflection to the viewer when the facing is wet, and presents an objectionable picture, whereas it has been found a vertical picture does not present so serious a problem when wet.

MANCO-VISION

Manco-Vision screens are made of fluted aluminum extrusions, six inches wide and six feet long that interlock like flooring. These aluminum extrusions are fastened to wood stringers by being screwed thereto with triple cadium plated screws every two feet. In a theatre where it isn't in excess of a 45 degree viewing angle from the center of the screen, no horizontal curvature is necessary inasmuch as the screen is so designed to deliver to every patron the same amount of illumination in an area as described above.

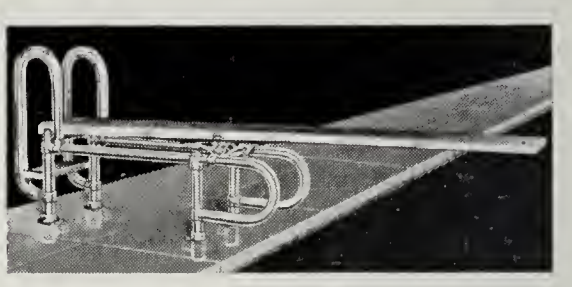
A vertical curvature is preferable wherever the projection booth is not at least 400 feet from the screen. In such instances, an arc is scribed on a 400 foot radius, taking from that radius the portion of the arc that would represent the bottom of the screen to the height of the screen. This means, should the bottom of the screen be 20 feet from the ground, and the screen 50 feet high, that one would select that portion of the 400 foot arc that would take from 20 feet from the ground to 70 feet. This results in a very slight curvature which does not require any special treatment at the factory as the extrusions, when fastened to the two by four stringers with the cadium plated screws, will draw itself into the curvature.

The screen positively delivers from any light source, 300 per cent increase in

(*Continued on next page*)

Unsurpassed
IN STRENGTH, DESIGN AND DURABILITY

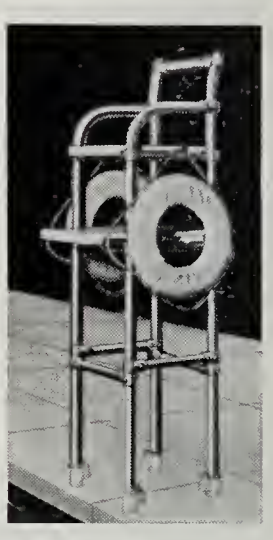
American Approved POOL EQUIPMENT



American Approved DB-1 Extra Heavy Duty Official Regulation One Meter Diving Unit



American Approved Steel Pool Ladder

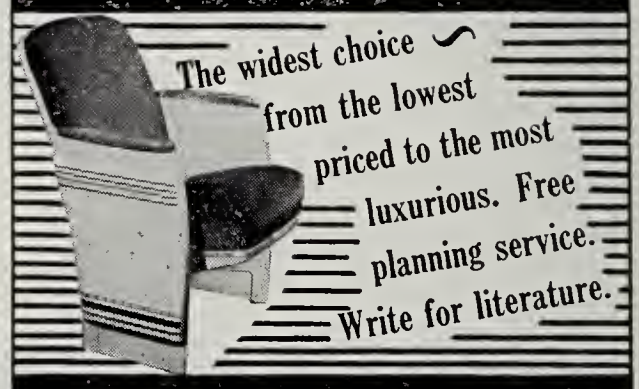


American Heavy Duty Life Guard Chair

Write for Literature

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U. S. A.
WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

The Biggest Values in
MODERN THEATRE SEATING



IDEAL SEATING COMPANY
Grand Rapids, Mich.

light over a white screen which has recently been painted, and the same light increase is enjoyed by everyone within a 45 degree angle from the center of the screen or the theatre.

SELBY INDUSTRIES

It is important to remember that the "new look" of drive-in theatre screen towers is not only an increase in the aspect ratio size for CinemaScope, but increased size, curvature and tilt.

The major increase in picture brightness, which is so important in outdoor wide screen presentations, is achieved by concentrating reflected light projected to the screen, and back to the customers, by proper tilt and curvature of the screen tower. Tilting the screen to an angle equal to the projection angle, and curving to a radius equal to the projection throw reflects light to the area of maximum car density, rather than to the sky or to side areas. Curving is also important to achieve uniformity of brightness on the far side.

The value of directed reflection is greater with gloss surfaces. Flat diffusing surfaces, such as dead flat white paint, (when dry) require the least precision, but conversely, are the lowest in efficiency.

Optical Function

In designing and building a drive-in screen tower structure, a full understanding of its optical function is necessary, for the curvature and tilt of the steelwork forms the giant reflector surface.

The exhibitor must understand the need for a long enough throw in new theatres, but especially in rebuilding towers in old theatres it should be understood that the throw must generally be increased by locating the new tower farther from the booth in order to add the needed distance. It is for that reason that replacement towers built by us have always been located behind the old tower. In those outdoor theatres having a short projection throw, the widening of a screen in its present location may very well be limited by the focal length of the lens required to do excessive magnification.

Sound Outdoors

(*Continued from page PT-8*)

pressure behind the cone should not be greater than the air column at the front of the cone. The use of these holes which are sometimes referred to as bass ports obviously increases the bass response of the speaker, however, this obvious response is due to the reduction of pressure at the rear of the speaker cone, where it has had a cushion effect, rather than by any magic formula.

Speaker Case

In the design of a speaker case for drive-in theatre use, consideration should be given to type of material used and the acoustical chamber. At Dawo Corporation we have found sand casting to be the most desirable material primarily because of its greater strength and molecular structure and without the obvious deterioration of other types of material. The speaker should be mounted in the case in such a manner as to prevent warpage of the basket of the speaker and with due consideration being given to the obvious possibility of the dropping of the speaker, this can be attained by spring mounting rather than by four corner screw mounting.

To summarize, most drive-in theatre speaker manufacturers today produce a good sound product and the drive-in theatre owner can select the speaker that suits his fancy, based on what he believes to be the necessary requirements for his theatre.

RED WARNING FLARES
SOLVE YOUR TRAFFIC PROBLEM AT "BREAKTIME"



Don't wait for accidents to happen—protect your patrons and your business by placing RED FLARES on both sides of entrances and exits . . . The use of Red Warning Flares by Drive-In Theatres provides better traffic control and prevents accidents. Placed at theatre entrances and exits at "Breaktime," Red Warning Flares are visible for half a mile and provide complete protection for your theatre patrons and the motoring public. Also very effective for attracting attention to special features . . . Available in three sizes—fifteen, twenty and thirty minute. Self-contained friction cap provides instantaneous ignition. Brilliant red flame is not affected by wind, rain or snow.

	Price	Weight
No. 2715 (15 minute)—case of 72 . .	$13.00	28 lbs.
No. 2720 (20 minute)—case of 72 . .	$15.00	37 lbs.
No. 2730 (30 minute)—case of 36 . .	$ 9.75	25 lbs.

F.O.B. Boonton, N. J., or Fostoria, Ohio

WRITE—WIRE—CALL

SIGNAL FLARE DIVISION
Standard Railway Fusee Corporation
P. O. BOX 30-H NEEDHAM HEIGHTS 94, MASS.

SELECTIFIERS
"50,000 HOURS"
SELENIUM RECTIFIERS
MODELS: 50 AMPS TO 40 AMPS

U.L. ACTIVEAIRE APP'D.
ELECTRIC TOWELS
AVOID MESS—PAYS PROFITS IN 6 MOS.

CREST FIRE-ENGINETTE
ROTATING CARBONS' SAVERS
ATLAS WASTE RECEPTACLES

MALLARD EMERGENCY LITES
BOXOFFICE · HEATERS · COOLERS
MOONLITING SYSTEMS

DEALER TERRITORIES OPEN—CALL:
DOC FAIGE & ASSOCIATES · BRyant 9-5055 · 113 W. 42nd St., N. Y. C.

Swimming Pools And Playgrounds

(*Continued from page PT-21*)

ment that will scarcely last a single season.

Safety is an important consideration. Playground devices should be carefully designed to avoid protruding nuts and bolts, rough or hazardous surfaces, or anything else that might cause injury to the user. Equipment should be properly installed, and regularly inspected and carefully maintained after installation.

SWIMMING POOLS

A growing number of drive-in theatres have added swimming pools to give the ozoners that cool look on warm evenings.

The Samuels Boulevard Drive-In Theatre, Dallas, Tex., for instance, has a unique three-pool arrangement. There are two circular pools, each measuring 18 feet in diameter, with the water depth only 30 inches for use as a wading pool for the small tots. The other is a conventional, rectangular pool, 20 by 35 feet, with water ranging from shallow depths to seven feet for the adult swimmers.

A Boxoffice Asset

A well-built, well-designed swimming pool is a definite asset to the drive-in theatre. It's also important to have swimming pool accessories of good quality.

Conventional equipment at swimming pools is the one-meter diving unit. It should be constructed of 1⅞-inch tested steel pipe, with the frame locked rigidly together by certified malleable fittings. All steel should be hot-dipped galvanized for enduring rust protection.

For pools where the walk areas are limited, an extra heavy duty regulation one-meter diving unit of the streamlined type is recommended. The frame, supports and guard rail assembly should be constructed of larger pipe, preferably 2⅜ inches in diameter.

There is also the streamlined three-meter diving unit. For larger pools, triple diving units will provide greater enjoyment and participation. This equipment should include one official three-meter and two one-meter units, fan-shaped to assure absolute safety for the divers. One official 16-foot and two 14-foot diving boards are recommended for the triple diving unit.

Accessories

Proper selection of diving boards will greatly reduce maintenance work and expense. A type which gives years of good service is the regulation board of solid laminated construction.

Springboard units are ideal for installation at drive-in theatres. The springboards are made in 12-foot lengths, with 15, 18 and 20-inch widths. Complete units are equipped with strapped-down fulcrums, all necessary fittings and anchors.

Increased safety is assured by covering boards with extra heavy duty cocoa matting. It is the approved regulation covering for diving boards and springboards.

Another important safety accessory is the lifeline, with floats of Tenite plastic material that is far superior to wood, cork or balsa.

Pool ladders should be roomy and equipped with non-slip treads for additional safety.

Lifeguard chairs should be designed so as to provide an unobstructed view of deep water areas. Their use minimizes patrons' conversation with the lifeguard, assuring greater alertness.

Other safety accessories for the swimming pool include lifebuoys and rescue poles. Other accessories may be desired, such as beach umbrellas, rubber diving bricks, picnic tables and park benches.

All-steel water slides are great attractions at the swimming pools. The slides are perfectly pitched for discharging bathers into water depths of from three and one-half to four feet at a thrilling yet completely safe speed. The slides help to bring more small tots and teen-agers to the drive-in theatre. It means more business, too, at the concession stand.

For additional information on products advertised in this issue, please check.

Cut Along Dotted Line

- ☐ **AMERICAN PLAYGROUND DEVICE CO.**, Pool and Playground Equipment
- ☐ **AMERICAN SEATING CO.**, Seating
- ☐ **DAWO CORP.**, In-Car Speakers
- ☐ **DRIVE-IN THEATRE MFG. CO.**, Drive-In Screen Towers
- ☐ **EPRAD**, In-Car Speakers
- ☐ **GENERAL REGISTER CORP.**, Drive-In Admissions Control System
- ☐ **IDEAL SEATING CO.**, Seating
- ☐ **INTERNATIONAL PROJECTOR CORP.**, Projection Equipment
- ☐ **MINIATURE TRAIN CO.**, Miniature Trains
- ☐ **MIRACLE EQUIPMENT CO.**, Playground Equipment
- ☐ **MOTIOGRAPH, INC.**, In-Car Speakers
- ☐ **NATIONAL CARBON CO.**, National Carbons
- ☐ **NATIONAL THEATRE SUPPLY**, In-car Speakers and Complete Indoor and Outdoor Theatre Supplies and Equipment
- ☐ **NORPAT SALES, INC.**
- ☐ **PROJECTION OPTICS CO.**, Anamorphic Lenses
- ☐ **RAYTONE SCREEN CORP.**, Screens, Lenses, Screen Paints
- ☐ **J. E. ROBIN, INC.**, Rectifiers, Motor-Generators, Screens and Projection Lenses
- ☐ **SIGNS, INC.**, Drive-In Screen Towers
- ☐ **STANDARD RAILWAY FUSEE CORP.**, Red Warning Flares
- ☐ **STRONG ELECTRIC CORP.**, Projection Lamps and Rectifiers
- ☐ **THERMOLATOR CORP.**, Inkar Heaters
- ☐ **TODD SHIPYARDS CORP.**, Insecticidal Fog Applicator
- ☐ **WAGNER SIGN SERVICE, INC.**, Plastic, Aluminum, Glass and Luminous Letters, Attraction Panels
- ☐ **WESTERN ELECTRONICS CO.**, In-Car Speaker Service
- ☐ **WILLIAMS SCREEN CO.**, All-purpose Silver Screens

Without charge or obligation, please send me additional information on above checked items.

NAME

THEATRE

ADDRESS

CITY, STATE

RETURN TO
MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

Keep INSECTS *OUT*... Keep PATRONS *IN*

Greet your customer, build attendances with a fresh, fragrant atmosphere . . . completely insect-free. Fog your premises with TIFA, first machine that ever licked the adult insect problem. For 10 years a best seller where other methods fail.

1. TIFA destroys on contact mosquitoes, flies, insects of all kinds.
2. Spreads real fog that leaves clean, pleasant scent, will not stain windshields or car finishes.
3. Brings public goodwill when you loan your equipment at off times for community Insect Control problems in your area.

Write for circular and list of dealers

with TIFA

TODD INSECTICIDAL FOG APPLICATOR

*10 years successful use in community fly and insect programs—worldwide!

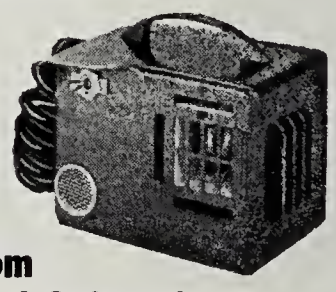
TIFA CARRIES UNDERWRITERS' LISTING SEAL

COMBUSTION EQUIPMENT DIVISION
TODD SHIPYARDS CORPORATION
81-16 45th Avenue Elmhurst 73, N. Y.

C-A-S-H

IN YOUR POCKETS FROM
WINTER PROFITS

WHEN YOUR PATRONS ENJOY



Living Room Comfort and Safety from

THERMOLATOR INKAR HEATERS

400 or 500 Watt Heaters Tailor-Made for Your Theatre. 220, 208 or 110 volts.

LEASE PLAN AVAILABLE TO APPROVED OPERATORS

Write, Wire or Call
THERMOLATOR CORPORATION
1628 Victory Blvd. Glendale, Calif.

This and That Around the Trade

Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers announced the appointment of a five-man committee to select the 1955 winner of the Society's Progress Medal Award. First awarded 20 years ago, the Progress Medal goes to an individual for "any invention, research, or development which resulted in a significant advance in the development of motion picture technology." The last winner, named in 1953, was Fred Waller, the inventor of Cinerama. Presentation of the award will be made at the 78th semi-annual convention of the SMPTE, Oct. 3-7, Lake Placid, N. Y. . . .

. . . Milt Sherman has been appointed director of advertising and sales promotion for the Raytone Screen Corporation, Brooklyn, N. Y., it was recently announced by S. Shurpin, president of Raytone. Sherman resides in Chicago and will continue to make his headquarters there. Shorlane-Banet of New York will continue to place all national advertising for the company. According to Shurpin, Raytone's 1955 expansion program makes it advisable to maintain offices in both New York and Chicago. Sherman was last employed as advertising manager of Radiant Manufacturing Corporation, of Chicago. He spent three years there after several years as an account executive in the advertising agency field in Chicago . . .



. . . Merlin Lewis, executive secretary of the Theatre Equipment and Supply Manufacturers' Association, Inc., reports that the new address of TESMA headquarters is Room 1210 of the Times Tower Building, New York City . . .

. . . Filmack's 1955 Catalog of Trailer ideas for drive-ins has recently been published by the Filmack Trailer Company. The booklet is devoted exclusively to drive-in advertising, exploitations, special stunts, refreshments, and institutional ideas. Drive-in operators who wish to receive a copy of this catalog can do so by writing to the company in Chicago . . .

. . . Edward Lachman, president of Lorraine Carbons; Jean Suqet, director of Societe Le Carbone-Lorraine, and Pierre Demoreuille, Western Hemisphere, representatives of the company, have embarked on a nationwide business trip. They plan to survey the markets of Lorraine Orlux carbons, attend conventions, and discuss the comparative merits of their products with theatre owners and projectionists . . .

. . . Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, who has been conducting his own personal public relations program to create interest in motion pictures, recently gave an address before the Lions Club of Jerseyville, Ill. His subject was "Sense And Nonsense About The Movies." Colvin has mapped out a heavy speaking schedule for the rest of 1955.

Good News! Dit-Mco Has Done It Again!

New Low Prices . . . Newly Designed Towers

Delivered to your theatre and erected. Foundation and facing included. Experienced engineers now handle the entire job for you with . . .

Dit-Mco All Steel Drive-In Screen Towers

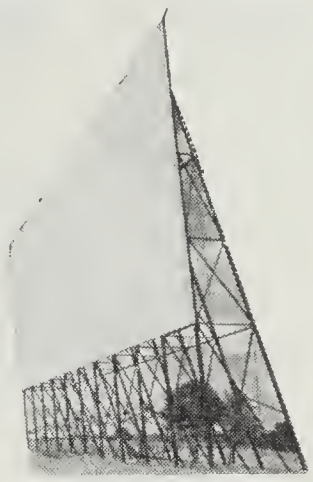
Beam Type or Truss Type

WE PAY FREIGHT ON ALL SCREEN TOWERS

DIT-MCO towers offer beauty — strength — safety — economy. Designed for 30 lb. per sq. ft. windload or approximately 90 m.p.h. wind plus ample safety factor. DIT-MCO towers have withstood the most severe storms. Not one has ever gone down.

2 to 1 Ratio Screen Sizes	2.25 to 1 Screen Sizes
35'x70'	35'x79'
40'x80'	40'x90'
45'x90'	45'x102'
50'x100'	50'x113'
55'x110'	55'x124'
60'x120'	60'x135'
65'x130'	65'x146'

Other size towers and special towers available to your specifications.



Sold through over 200 dealers in U. S., Canada and Mexico. Wire or 'phone for prices.

DRIVE-IN THEATRE MFG. CO. Division of DIT-MCO Mfg. Co.

"World's Largest Manufacturer of Drive-In Theatre Equipment"

505 W. 9th Street — HArrison 8007-8484 — Kansas City, Mo.

DRIVE-INS!

THIS ADDED ATTRACTION CAN BOOST YOUR BOXOFFICE!

These comfortable, durable American Seating Chairs are much appreciated by drive-in patrons, when they want to get out and stretch their legs! Steam-bent, solid-wood slats assure comfort in cradleform seats and deep-curved backs, 21 inches wide. Hardware of aluminum. *If you have an enclosed seating area*, invite patrons with the luxurious comfort of American Bodiform upholstered chairs.

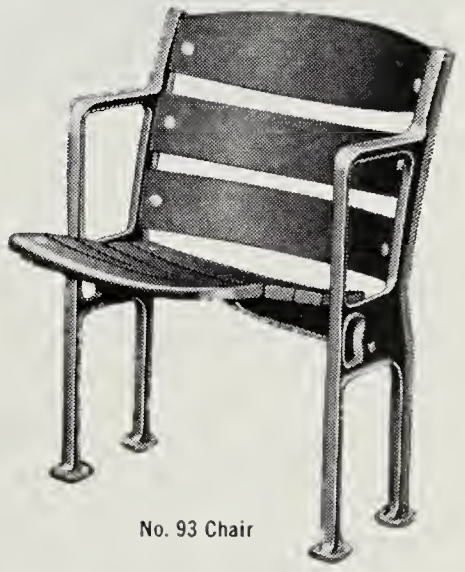
Write us about your seating area and let us recommend a profitable installation.

American Seating Company

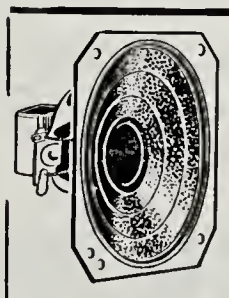
WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities

Manufacturers of Theatre, Transportation, School, Auditorium, Church Stadium Seating, and FOLDING CHAIRS



No. 93 Chair



Complete Speaker Service

To get **COMPLETE DETAILS**, mail us one of your defective in-car speakers. We will rebuild it **FREE OF CHARGE** and return it to you so that **YOU** can **INSPECT** and **TEST** it right **IN YOUR OWN THEATRE!** Mail to:

Western Electronics Co.

3311 HOUSTON AVE., HOUSTON 9, TEX.

WILLIAMS

ALL-PURPOSE SILVER SCREENS

"You Can't Buy Better"

WILLIAMS SCREEN COMPANY

1678 SUMMIT LAKE BLVD., AKRON, OHIO

ORIGINATORS OF ALL-PLASTIC & SEAMLESS PLASTIC SCREENS



What's par ?

FOR A PROJECTION and SOUND SYSTEM



Unfortunately, there's no such thing as a "handicap" to help improve the performance of a projection and sound system. Whatever image is shown, whatever sound is heard — that's it! Your patrons know the true score!

That's why exhibitors who are "pros" in the business demand a par showing from their projection and sound systems! And for them, par means: DEPENDABILITY . . . consistently fine performance; CLARITY . . . hairline definition and overall brilliance; HIGH FIDELITY . . . the best in exciting stereophonic sound; VERSATILITY . . . the ability to show all the new wide-screen techniques; DURABILITY . . . lasting features that can stand up under the long run; ECONOMY . . . low maintenance and operational costs.

This is par! This is what exhibitors demand! This is what you'll get with the finest projection and sound system in the world today . . .

Simplex T.M REG U S PAT. OFF. **PROJECTION AND SOUND SYSTEMS**

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • DISTRIBUTED BY NATIONAL THEATRE SUPPLY

SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION

NEWS OF THE Territory

BRANCHES

Atlanta

Branch manager Jimmy Hobbs, Allied Artists Southern Exchanges was on a trip to Tennessee. . . . Ben Jordan and Jimmy Campbell, sales representatives, same company were in for a visit Jimmy Bello, sales representative, with president William Richardson, checked in from a Tennessee trip. . . . Leonard Berch, United World Films was back from a tour of Georgia. . . . President Ed Stevens, Stevens Pictures, checked in from Florida.

Rube Joiner, Joiner's Booking Service, was on the Row booking for his theatres. . . . The annual joint convention of the Motion Picture Theatre Owners and Operators of Georgia with the Alabama Theatre Association is to be at the Biltmore Hotel on May 15-17 Montine Hamilton resigned from National Screen Service. . . . Sara Masden, United Artists, was getting along fine after an appendectomy.

Georgia Theatres has closed their Augusta Drive-In, Augusta, Ga. . . . Raymond Tanner has returned from his stint in the Air Force and is back at his old job at Benton Brothers Film Express. . . . Dean Morris, booker, RKO, has moved up to a sales representative.

Andrew M. Sullivan, Dixie Drive-In, Savannah, Ga., city manager, has appointed J. W. Hill, as manager, Victory Drive-In. Hill was formerly house manager, Weis.

The Elite, Decatur, Ala., has closed for the want of business. . . . The WOMPI's are planning their dance, a gala affair to be held at the Variety clubrooms on April 1. Music will be furnished by the Frances Wallace orchestra. Purpose of this dance is to raise money for national convention to be held in New Orleans in September. WOMPI held its monthly meeting at the Variety Club. Mrs. Margaret Turner, club editor, Atlanta Journal, was guest speaker. She was introduced by Mrs. Christine Gilliam, movie censor. The club project for this month is the decorating and furnishing of a study room for girls at the Formwalt Street Mission. Another project, aside from service, was a recent trip to Jacksonville by Mrs. Johnnie Barnes, national extension committee chairman, Mrs. Edith Bryant, local extension chairman; Mrs. Betty Rary, president; and Mrs. Laura Kenny, past president and national secretary. The purpose was to aid women of the Jacksonvillle Row in the organization of a WOMPI club there.

Charlotte

Fire took a rather heavy toll in the Carolinas with the Davidson, Davidson, N. C., and the Princeton, Princeton, N. C.; being totally destroyed. Frank Stroud, Davidson, advises his house was damaged in excess of $20,000. No plans for rebuilding of either have been announced as yet.

Glad to see George Ebersole, saleman from 20th-Fox, back in his territory after being in a hospital for several days. George, in point of service, is the oldest salesman travelling South Carolina now.

Sam Trincher, operator, Legendre Circuit, is confined at his home with pneumonia. He was stricken while on busniess at Columbia, S. C. . . . Cy Dillon, Republic manager, is back at his desk after a few days in the hospital.

Quite a few changes in operations were announced, L. L. (Doc) Thiemer and Bill Talbert purchased the Carolina Drive-In, Lenor, N. C., and will take over immediately. Statesville Theatre Corporation, operatedly by A. F. Sams, Jr., has purchased the Avon, Lenor, N. C., which was formerly owned for many years by Floyd Hanks. Alvin Station, Gibson, N C., has taken over the State previously operated by D. I. Allred, Aberdeen, N. C. Paul McClure is the new operator, Locust Drive-In, Locust Level, N. C., which Queen City Booking handles. Floyd Cox has resumed booking and buying for his Choco Drive-In, Chocowinity, N. C. Queen City Booking has taken over A. E. Millers booking and buying for Century, Lincolnton, N. C.; Starlite Drive-In., Lincolnton, N. C.; Center, Maiden, N. C.; and Lester and Strand, Cherryville, N. C.

The Gloria, Nintey-Six, S. C., ceased operation. This account was handled by Reinhardt Enterprises. . . . Max Reinhardt Enterprises is doing the booking and buying for the new Star, Mt. Airy, N. C., which W. E. Creiger is opening. This was formerly the Pix, which has been completely remodeled. . . . National Theatre supplied all the new equipment and installation. . . . The Gay, Grifton, N. C., has reopened on a full-time basis and booking and buying will be handled by Hugh Sykes' Queen City Booking Service. . . . Reinhardt Enterprises announces the Jean, Seaboard, N. C., has closed indefinitely.

Jury duty has called quite a few Film Row employees recently, George Graves, Screen Guild; Rosser Farr, Wil-Kin Theatres; Hugh McDonald, MGM office manager; and Roy Bradley, Stellings-Gossett Enterprises. . . . Sylvester Sandy, Sandy Pictures, returned from a swing through lower South Carolina. . . . Dave Williams, IFE sales manager, visited accounts in the Winston-Salem and Greensboro area. . . . Betty Patterson, new IFE office manager, returned from a few days visiting the IFE office in Atlanta.

C. E. Parker, general sales manager and Frank Clinebell, southern division manager, Alexander Film Service, conferred last week with local sales manager D. B. Kessiah going over new sales material and outlining new promotions. Parker and Clinebell have returned to Alexander's home office in Colorado Springs, Colo.

Jacksonville

A warning went out from Jerry Gold, president, Motion Picture Exhibitors of Florida, to all theatre owners of the state that they may face possible further legislative regulation if they do not stay within a state statute which states that "it is unlawful for any person to display, exhibit, or promulgate in the State of Florida any motion picture film that has not been approved by the national board of censors, its appointees or successors, or by the state censorship board of the State of New York." Gold said in a letter that there has been noted an increasing agitation for regulation which has been caused by the playing in recent months "of several pictures which do not meet the requirements."

Jimmie Frew, Atlanta district manager for U-I, stopped briefly at the local branch. . . . O. H. Mathews, U-I, chief booker, and O. O. Ray, U-I office manager, returned from a booking conference in New Orleans. . . . Paul Hargette, Columbia branch manager, came back from a stay in Atlanta. . . . R. Cam Price, RKO branch manager, journeyed to Wilmington, N. C., to attend the funeral of his mother, Mrs. Herbert Lee Price. . . . Ken Barrett, Florida State Theatres real estate manager, was gone for several days on a downstate tour.

FST company officials and other associates of James L. Cartwright, district executive, Daytona Beach, Fla., paid honors to him at a birthday luncheon in the George Washington Hotel. The occasion also marked Cartwright's completion of 39 years in show business.

Incoming visitors were Harold Popel, West Palm Beach, Fla., theatre executive; Bill Lee, Keystone Heights drive-in owner; and H. A. Dale, Lake Butler, Fla. . . . Harry Botwick, FST district manager at Miami, Fla., was at the company home office for a couple of days.

Memphis

Mr. and Mrs. Henley Smith, owners, Imperial and Skylark Drive-In, Pocahantas, Ark., and the 64 Drive-In, Russellville, Ark., have returned from a trip to Arizona. . . . Visitors on the Row included J. D. Shepherd, Rex, DeValls Bluff, Ark.; Joe Davis, Delta, Ruleville, Miss.; Glen Moser, Gay, Olive Branch, Miss.; Mrs. Jack Watson, Palace, Tunica, Miss.; W. Bedford, Marion, Hamilton, Ala.; Mrs. DeGuire, Shannon, Portageville, Mo.; Charlie Bonner, Community, Pine Bluff, Ark.; Mart Monger, Mart, Calhoun City, Miss.; E. E. Reeves, Palace, Oil Trough, Ark.; Ned Greene, Legion, Mayfield, Ky.; and Moses Sliman, Lux, Luxora, Ark.

EQUIPMENT FOR SALE

Complete Drive-In to be torn down. All Projection, Sound Junction Boxes, etc., to be sold at location, Mobile, Ala.

Contact **M. A. RIPPS**

51 Dauphin Street • HEmlock 3-5787

Gulf States Allied Plans Convention

NEW ORLEANS—AlliedTheatre Owners of Gulf States board met on March 1 and plans were formulated for their forthcoming eighth annual convention which will be held at the Edgewater Gulf Hotel, Edgewater Park, Miss., on April 3-4-5.

Ed Ortte, operator, Legion and Gulf, Gulfport, Miss., chairman of the convention, has sent out a letter of appeal to all exhibitors in the area to attend and to get busy right now and send suggestions of topics which they desire to have discussed at the big meet.

The agenda will include talks by industry leaders on product survey and print problems, exploitation and promotion, trade practices, and latest reports on EDC. The program, as in previous years, will highlight several social activities which will include the annual banquet.

"Your office force is burning the oil night and day in an over-all endeavor to whip this convention into shape," says Ortte, "but our work will mean nothing, unless you fall in and contribute your share both in presence at the convention and the building up of the necessary enthusiasm in advance of the convention dates.

Voicing his opinion on national toll-TV, Abe Berenson, president, advised all independent exhibitors that it can be the biggest problem that our branch of the industry has ever encountered in the way of competition, putting out of business every theatre other than the first-run cities. To combat this menace, exhibition has formed a joint committee on TV, mapped a program, and set up a financial budget to reach the public, Congress, and the Federal Communications Commission.

"Battle Cry" received its mid-south premiere at the Warner, and in conjunction, author Leon Uris made radio and television appearances. . . . The Memphis Neighborhood Theatre Owners Association reports satisfaction with the single bill policy during the week especially. Most customers seem to prefer the single bill, and attendance has been up. President J. A. West, owner, Hollywood, states, "We have been discussing this change for about a year. We have been talking to our patrons when there was a single film showing and we believe this is what the public wants." There will still be occasional double bill features, particularly when the films were booked first-run as a double bill. Both Ed Cullins, Idlewild, and Tom Ballas, Madison, agreed more business would be forthcoming from family groups.

Representative Eugene Fleeman, Ritz, Manila Ark., has introduced a revenue-producing bill which he says would bring the state of Arkansas about 25 million dollars a year in additional funds. His bill would increase the sales tax from two to three per cent, double the present state income tax rate, and add one cent to the present gas tax.

Just as predicted, Dot Barker, Exhibitors Service, is city champion bowler again this year, the second year in a row. . . . Bernice Leonard, Republic booker, and first vice-president, WOMPI, was wed to John David Tutterow, credit manager, Robinson's Ladies Apparel Shop. Among the numerous dinners, showers and prenuptial parties was a tea at the beautiful home of Mary Katherine Baker. She, along with co-hostess Katherine Randle, second vice-president, WOMPI, were well rewarded with the glow of happiness that revealingly lighted the face of Bernice.

New Orleans

Alberta Schindler, one of Film Row's steadfast employees since graduating from Sacred Heart School some 10 years or so ago, the past five years cashiering at Masterpiece, bade farewwell to public life to enter a convent in Covington, La. . . . Floyd Murphy, Exhibitors' Advertising Service, Alexandria, La., was in town. Louisiana exhibitors seen around on the Row after conferring with their buying and booking agency, Theatres Service Company, were Mr. and Mrs. Arthur Bethancourt, Bijou, Grand, and Houma Drive-In, Houma, La.; Ernest Drake, Ideal, Ponchatoula, La; and Nick Lamantia, Ritz, Bogalousa, La.

A. J. Broussard wired that Transway postponed the opening of the Bruce, Crowley, La., until further notice. . . . Jack Dumestre, Jr., head, Southeastern Theatre Equipment, who came here from Atlanta for Variety Club's charter banquet, remained to confer with manager William Murphy of the local branch and salesmen Raymond Gremillion and Don Wilmoth.

Urban and suburban exhibitors buying and booking were J. A. Parker, Gordon, Westwego, La.; Mrs. Bertha Foster, Violet, La.; William Sendy, Patio; Earl Perry general manager, Pittman Theatres, and buyer and booker, McElroy Theatres, Shreveport, La.; Rene Brunet, Imperial, Phillip Corte, Garden; Karl Williams, manager, Pitt; Paul Brunet, Dixie; Frank Lais, Lakeview, Fox, and Algiers Drive-In; Arthur Barnett, buyer and booker, United Theatres; Frank Ruffino, Gaeity; Gene Calongne, Bell; and Paul Shaffer, manager, Crescent Drive-In.

Ike Katz, Atlanta head, Kay Films, was here calling on circuits and film buyers and booker. . . . Sandy Weiner was here from New York to confer with Harold "Babe" Cohen regarding distribution of the documentary film, "Leonardo di Vinci."

It was happy birthday for Georgia Bruno, F. F. Goodrow office. . . . R. L. Johnson, Johnson Theatres Service, was in Meridian Miss., to confer with A. L. Royal. . . . Floyd Harvey, Memphis, Buena Vista's regional representative, was in to consummate deals for subsequent and territory showing of "20,000 Leagues Under The Sea." He was accompanied by district manager Douglas D. Desch, Dallas. . . . Among Variety Clubs International officers here for the local unit's charter banquet were Bob O'Donnell, C. A. Dolson, and Judge William McCraw, Dallas.

Florida

Miami

Variety Club Tent 33's Show of Shows drew $27,975.74, the largest gate in its history. . . . The Miami had a special front on "The Long Grey Line". . . . Joe Mallah, Wometco accounting department, was handing out cigars and candy on the occasion of the birth of his second child and first son, Joseph David.

The entire staff of Claughton Theatres assembled for the first annual presentation of Gold Service Awards. The Gold Service Awards will be presented annually to Claughton's most outstanding enployees, with selection based on efficiency, appearance, general ability, and courtesy to patrons. The meeting was preceded by a showing of Filmack's "Courtesy is Contagious." Mrs. Lillian C. Claughton, circuit owner, felt that this film played an important part in aiding the staffs of the various theatres to give prompt and courteous service to patrons.

Florida State has inaugurated a policy of providing music from future pictures to the disc jockeys in the area.

Georgia

Savannah

J. W. Hill was named manager, Victory Drive-In.

A check for $1,000 was donated to the March of Dimes campaign by Weis Theatres. A total of $285 was collected from audiences at the Weis, Savannah, and State, and the theatre company donated the difference.

North Carolina

Durham

The Tower Drive-In, Rocky Mount, N. C., has erected a CinemaScope screen containing nearly 4,000 square feet of picture space, the largest of its kind in the area. Designed by John McKinley, Atlanta, engineer with the Wil-Kin Theatre Supply Company, it is engineered to withstand a 100 mile an hour gale, with a 50 per cent overload factor. It stands 65 feet in the air, is a completely welded all-steel structure anchored in 240 square yards of concrete. The Tower also installed specially designed projection equipment.

J. W. Allen, manager of the Mid-Way Drive-In, was slugged and robbed of around $300.

Mr. and Mrs. Harry Stallings, who have been operating a house at Creedmoor, N. C., for the past three years and commuting from Henderson, N. C., 25 miles away, simply because they could not find a place to live at Creedmoor, finally located a home at Creedmoor and have moved in. They formerly operated houses at Henderson and have enlarged the lobby, entrances, and stage of the house at Creedmoor.

NEWS OF THE Territory

BRANCHES

Cincinnati

While house managers in this area were anticipating a boxoffice letdown during Lent, business at most houses was reported holding up well, especially at downtown and art locations screening new hit films. Joe Alexander, city manager, RKO houses, announced a strong lineup of films for coming weeks, while Florence Kipp, manager, nabe Paramount, announced installation of the largest CinemaScope indoor screen in this city.

While on a business trip to New York City, Louis Wiethe, owner, Valley, visited with his son, Dale, who is stationed at Fort Dix, N. J. . . . Jay Goldberg, Real Art and Lippert, was in Athens and Zanesville, O., on busines. . . . Jack Haynes, Detroit Theatre Corporation, and Leo Greenfield, Cleveland, representing Buena Vista Corporation, were in.

Exhibitors in were Charles Behlen, Lexington, Ky.; Ben Reeves, Sanford, Ky.; Louis Marcks, Cynthania, Ky.; Guy Greathouse, Aurora, Ind.; Charles Scott, Vevay, Ind.; J. C. Weddle, Lawrenceburg, Ind.; Bob Harrell, Cleves, O.; Lawrence Davis, Coldwater, O.; Wally Allen and Ray Frisz, Springfield, O.; John Gregory, Dayton, O.; Mrs. Hazel Mitchell, Jeffersonville, O.; R. A. Emmerick, Germantown, O.; Hank Davidson, Lynchburg, O.; Jerry Jackson, Williamsburg, O.; C. B. Heukle, Huntington, W. Va.; and Ray Woodward, Montgomery, W. Va.

States Film Service has the inspecting and shipping contract for Republic at Indianapolis and Cleveland. . . . Members of the MGM Club enjoyed a "social" in mid-February. . . . Jack Mitchell, Jeffersonville, O., is reopening the Sabina, Sabina, O., formerly owned by David Brakefield. . . . Lester Rosenfeld, St. Albans, W. Va., exhibitor, is reported recuperating nicely at Miami Beach, Fla., from a recent illness.

Cleveland

Local exhibitors, following an industry meeting in the 20th-Fox screening room, assented to the plan to make audience collections during Brotherhood Week. Co-chairmen were Meyer Fine, Associated Circuit, representing exhibitors, and Danny Rosenthal, United Artists branch manager, representing the distributors.

The big social news was the announcement of the engagement of Marshall Fine, son of Meyer Fine, who heads the Associated Circuit, and Patricia Crow, McKeesport, Pa. The bride-to-be is a student at Northwestern University. Marshall is a graduate of Harvard. There will be a June wedding. . . . Of equal importance was the birth of a son to



Pittsburgh's Mayor David Lawrence recently showed Pittsburgh showmen the proclamation signed by him and designating February as "Go To The Movies" month. Seated from left to right are Mayor Lawrence; Morris Finkel, representative, Neighborhood Theatres; and standing, left to right, William Zeilor, manager, J. P. Harris and Loew's Penn Theatres; John L. John, MGM press representative; E. Bernard Hickey, Shea's Fulton; Ralph Pielow, MGM branch manager; and Henry Burger, director of advertising, Stanley Warner Theatres.

the wife of Bert Lefkowich, executive, Community Circuit. The newcomer's grandparents, Max and Helen Lefkowich, returned from their Florida winter home.

The crowd participating in the Variety Club's gin rummy calcutta was comparatively small due to the bad weather, but those who did attend had a good time and report that any time Danny Rosenthal gets tired of his job as United Artists branch manager, he can always take up auctioneering as a profession. Winners were Jules Livingston, Republic branch manager, who copped first place, and Ray Schmertz, 20th-Fox city salesman, who finished in second place.

The Moreland, closed almost five years, is about to turn on its lights. The operators of the Mount Pleasant, S. V. Pancner and C. H. Kuenzi, have reportedly taken a lease on the Moreland, and after installing a wide-screen and CinemaScope equipment, will reopen it on a full time basis.

Spring must be just around the corner. The family of Dale Elleman was around starting to book for their two Bellefontaine, O., drive-ins.

Republic is moving its exchange from the Film Building's fourth floor to a store room of the building, formerly home of the Eagle Lion office. State Films has moved to the Film Building space where the Republic shipping and inspection department formerly held forth. State Films is now handling all of Republic's shipping and inspection.

The Cleveland Plain Dealer has notified all subsequent run theatre owners that effective March 1, their Sunday advertising rates will go up three cents from 39 cents per line to 42 cents per line. It is estimated this boost will cost the sub run owners a minimum of $2,700 a year. . . . Sylvester (Sly) Pierce, former manager, Berea, Berea, O., has been appointed manager, Windameer. He succeeds Norbert Clark, who resigned to join an advertising firm in Columbus. . . . Jack Gertz, Jack L. Gertz Enterprises; J. Stuart Cangney, Jewel; and "Andy" Anderson, Uptown, tried their luck at ice fishing on Lake Erie. The score is not in at this writing.

Mary Drews, who resigned as Republic booker to give her full attention to the new home she and her husband purchased, is doing temporary duty at the exchange assisting new booker Paul Hartnett to become acquainted with the accounts.

Milton A. Mooney, head, Cooperative Theatres of Ohio, is introducing Frank J. Thomas, newly appointed successor to Howard Spiess, who moved to St. Louis to buy and book for a circuit of houses owned by Phil Smith, Boston. Thomas hails from Pittsburgh.

Joe Shagrin, Foster, Youngstown, O., has left the Northside Hospital where he underwent surgery, and is now convalescing at home. . . . A damage suit was filed this week in Common Pleas Court asking $75,000 from the Fairmount Center Company and the Fairmount Amusement Company for injuries allegedly sustained from a fall on ice on the sidewalk in front of the Fairmount. The plaintiff, Joseph Ghanem, 53, is the editor and publisher of La Revve De Liban, newspaper of Lebanon. He charges that owner of the property and the operator of the theatre were guilty of negligence by allowing water to drip from the marquee and create a hazzard by freezing on the sidewalk.

Detroit

The big day came for the Music Hall with the opening of "Cinerama Holiday." John and Betty Marsh, Fred and Beatrice Toller, featured in the film, and Louis de Rochemont, director, made a tour of the city. Young Toller, a Swiss commercial artist, was given the red carpet treatment at the local artist's club, The Scarab Club, where he added his autograph to an overhead beam.

The Krim has been operating a Thursday change policy for art films for the past five weeks, with ad-man Arthur Herzog, Jr., handling publicity. . . . The "Film Is An Art" series at the Detroit Institute of Arts showed the Fox king-size "Cavalcade," made in 1933. . . . As another "New Faces—Going Places" series was launched in the Free Press, exhibitors announced that Grace Kelly topped the 1954 newcomers list. Robert Wagner, '53 winner, pulled a unique "Meet the Star" party at the Veterans Memorial Hall.

Sidney Calkins has entered the theatrical field buying himself a house in Oscoda, Mich. His wife, who teaches school here, will join him there at the end of the school year. . . . Dale Miner, assistant projectionist, Sky Drive-In, Adrian, Mich., died at 45. Miner's death was the result of injuries sustained in an auto accident. . . . 6,700 newspaper rack cards, 5,700 box cards, 2,000 pole posters, 50,000 hangers, 60,000 flashers, and spots on six radio and two TV sta-

tions announced the Free Press-"Cinerama Holiday" contest. Top two prizes are a trip for two to Switzerland and New Orleans. Bill Green, of Cinerama, and Fred Lowe, Free Press, cooked the deal. . . . The Sky Drive-In, Adrian, Mich., has been readied for spring opening with new sound and wide-screen installations.

Lou Brown, ad-exploition chief, Loew's Poli New England Theatres division, was a panelist at the MGM Ticket Selling Workshop of the Michigan Allied Convention. Brown is the first Loew man to join the MGM totem pole. L. J. Williams, Union, Mo., will also be here. . . . The Michigan Theatrical Booking Agents traded hatchets for battle axes for a night as they danced and chattered at the Veterans Memorial building. Ross Chapman was dinner chairman and Al Rice, president-host.

Pittsburgh

R. J. Folliard, district manager, RKO, was in and conferred with Dave Silverman, local branch manager, on the opening of Howard Hughes' new Jane Russell starrer, "Underwater," at the Stanley. . . . Bert Stern, Co-operative Theatre Booking, and Lou Hanna, who recently formed a new buying and booking company, will soon make the territory together with the aim of securing additional accounts.

With weather very bad and roads very icy, Adolph Farkas, Lyric and Rialto, Johnstown, Pa., was forced to make an emergency trip to Pittsburgh in order to purchase a new automatic ticket machine when the one in use at the Lyric broke down. . . . Gus Vaveris, Johnstown, Pa., exhibitor, has arranged for a Greek picture to be shown at the Lyric, Johnstown, and the proceeds will go for the establishment of a new Greek church. . . . The Aris, Erie, Pa. closed for the past year, will soon reopen under the guidance of Anthony Iarussi, who formerly operated the Folly and Gem, Erie.

Jerry Weshler, former Warners branch manager here, just became branch manager, Universal - International in Buffalo. . . . All salesmen and branch managers in the territory were alerted to contact all exhibitors for local theatre participation in Brotherhood Week. John H. Harris, local exhibitor and Variety Club executive, was named national chairman of Brotherhood Week, which is sponsored by the amusement division of the National Conference.

Alvin Seiler, Ligonier, Ligonier, Pa., has tied up with servicemen's organizations such as the American Legion, Veterans of Foreign Wars, Boy Scouts, and Rotary Club in honor of his 15th anniversary. . . . Lee Conrad, Park, Meadville, Pa., will feature a hillbilly stage show soon which will be the first time in several years that flesh has augmented his regular screen presentations.

Lou Rothenstein, Cambridge Springs, Pa., has placed his Evans, Evans City, Pa., up for sale due to his inability to operate this theatre. There is a great difference of mileage between these two theatres. . . . In the recent March of Dimes collections, Al Nordquist, Main Street, Galeton, Pa., placed several milk bottles in the foyer of his theatre with names of local children who had been stricken by polio.

Bernie Hickey, Shea's Fulton manager, here, who handles circuit advertising and publicity, was a panelist recently at MGM's Workshop in Richmond, Va. . . . Lights out at the Miami, Springdale, Pa., and the theatre closed. . . . Carl Poke, Shiloa, was home from the hospital.

At the recent Carlton House Hotel meeting of the Tri-State Drive-In Theatres Association, Raymond Showe and Knute Boyle, Theatre Candy Company, distributed samples of their new line of prepared sandwiches for outdoor refreshment stands. There are shrimp rolls and turkey sandwiches made in New York City and shipped frozen all over the country.

Blatt Brothers, Gem, Derry, Pa., has installed anamorphic lenses. . . . Dave Hadburg, former Hazelwood, Pa., theatre operator, is back on the job at the Paramount, Braddock, Pa. Archie Fineman took over this job following the sudden death of Robert S. Leiber several months ago. . . . Tony and Don Mingello, Burgesstown, Pa., exhibitors, report that grading is almost completed for their new drive-in near Slovan, Pa., and that further construction work will begin with the coming of spring weather. . . . Glade, Mount Washington, Pa., closed for the past several years, will soon reopen.

Les Chamberlin, Dale, Johnstown, Pa., was forced to return to Florida for his health when this area was hit by the worst winter in the past several years. . . . Cuba Walker, general manager, Ideal Theatre Circuit, Johnstown, Pa., reports that all of her neighborhood theatres will soon be equipped to show CinemaScope productions. . . . The Hollywood, Johnstown, Pa., has returned to full week operation, although CinemaScope to date has not been installed.

John Rigas, Coudersport, Coudersport, Pa., now has become one of the owners and operators of the local TV cable in this town, besides operating the only theatre here. . . . W. E. Anderson, Anderson Circuit, Mount Jewett, Pa., recently left for his annual Florida vacation. . . . John Troy, Parker, Parker, Pa., is now doing his own buying and booking after leaving Bert Sterns Co-operative.

After several weeks of trying to operate another change, the Juniata, Juniata, Pa., will return to its original policy of the past year of a single change operation. . . . With the coming of spring, Lou Fry, Wampum, Wampum, Pa., drove to Erie, Pa., to examine his cabin cruiser, to see if any repairs were necessary before putting the boat back into the water.

Wile Raps New Plan For Ohio Censorship

COLUMBUS, O. — Proposed film censorship for patrons under 21 is "ridiculous," said Robert Wile, secretary, Independent Theatre Owners of Ohio, in a bulletin to ITOO members. Bill to limit censorship to that group was introduced in the Ohio Legislature by Representative Louis J. Schneider, Jr., Cincinnati Republican.

"The age limit of 21 is ridiculous because people get married at 18 and serve in the army at 17 where they are exposed to much worse than the worst movie could ever do," said Wile. "If the age limit is lowered this would still have its objectionable features. Many of the customers of drive-ins are couples with children who sleep during the show. Would they be permitted to enter without violating the law? And if they wake up during the show and looked at the picture, who is the culprit, the exhibitor?

"However, this might work out better than absolute censorship which had previously applied. Pictures not intended to be shown to children would not require examination or seal at all."

Wile said that exhibitors and managers are warned to be on guard about petitions asking for censorship. He said the Women's Federal Savings and Loan Association of Cleveland handed out such petitions to depositors. "When we called their attention to the position they were taking, they stopped it. When we informed the bank's attorney of the evils of censorship he asked us to detail them, as we had changed his mind. If any other business house, bank, etc., hands out such petitions, please call us," said Wile.

Ohio

Columbus

MGM Ticket Selling Workshop headliners who were to be seen and heard here yesterday (March 1), included Conrad Brady, director of publicity, Interstate Theatres, Houston, Tex., it was announced by Mike Simons, director of customer relations for MGM, who also added another new name to the roster of exhibitors enlisted for Workshop service when he named James W. Gaylard, Jr., Troy, Ala., Drive-In Theatres, Inc., as drive-in panelist for the meeting. Jack Bruno, city manager, Cooper Foundation Theatres, Pueblo, Colo., and Ivan D. Anderson, Liverty, North Wilkesboro, N. C., complete the exhibitor foursome. Emery Austin, MGM's exploitation director, arrived and was on hand to present MGM's 33 exhibitor aids. Assisting was to be central division field press representative Manny Pearson, Cleveland, and field press representative J. E. "Watty" Watson, Cincinnati. Nate Milder, director of sales, WHIZ and WHIZ-TV, Sanesville, O., was to be the radio-television panelist. The Coco-Cola Company again was set as luncheon host and expected to join the exhibitors was a number of state legislators.

NEWS OF THE Territory

Chicago

Loew's, Inc., said to be the nation's oldest theatre chain, came into the Chicago area for the first time by purchasing Nate Barger's Twin Drive-In. It is reported to be the first of 500 drive-ins the circuit expects to acquire around the country. The Twin Drive-In deal was consummated by Joseph Vogel, Loew's president.

Chester Tymorek, with the Air Force in England for three years, returned to MGM exchange. . . . Having completed arrangements to handle "Gangbusters," Max Roth, Capitol, left for a Florida vacation. . . . Robert M. Swanson, Cleveland theatre manager, was named to direct the Elwood, Elwood, Ind.

Pat Hoy, Sherman hotel executive has a new elephant gray suit to match the pachyderm that starred in "Jupiter's Darling." While the elephant is a guest of the hotel it will be quartered in the hotel's garage. . . . Aaron Fox, U-I, was transferred to Indianapolis.

Abe Neuchiller, Lakeside veteran staffer, who had been laid up with virus since last Christmas, returned to his duties. . . . Arthur G. Struck improved his Arlee, Mound City, Ill., with a wide-screen. . . . Kay Marlyn, Talent, Inc., and J. Keith Davis were wed.

Rock Hudson and Barbara Rush, stars, U-I's "Captain Lightfoot," were in for a round of personal appearances and promotional activities in connection with the world premiere of the picture at McVickers. Hudson's appearance was in the nature of a homecoming celebration and a series of promotional events were tied in with this theme. Both stars were kept busy with a round-the-clock series of TV and radio appearances. Newspaper motion picture editors and writers from Milwaukee, Minneapolis, St. Paul, Indianapolis, Peoria, South Bend, Rockford, and Joliet joined Chicago writers at a special luncheon reception to the stars at the Ambassador East. Important promotions were developed in conjunction with Gingiss Brothers, Chicago's leading formal rental stores; the 165 Chicagoland Tea Stores; the Lloyd Hollister Publications of the North Shore; and the Danny O'Neil, WBKB television show. Station WJJD broadcast the premiere activities in front of the theatre.

G-B-D International Releasing Corporation announced that "Mr. Hulot's Holiday" is now available in this territory through Albert Dezel.

"I am not trying to be a hero," declared Susan Ball, who came to exploit "Chief Crazy Horse" and visit with relatives. "I just want to be an actress and my leg amputation is not handicapping me." . . . Alliance Theatre Amusement Company sold the State to Nate Barger and the Roseland to Harry Nepo.



Governor G. Mennen Williams, Michigan, recently affixed his signature to one of the largest, if not the largest, proclamations signed in the State Capitol building. This one, of course, acknowledges officially MGM's "1955 Motion Picture Theatre Celebration," as Verne Sicotte, head, Butterfield Circuit, looks on approvingly.

Dallas

More than 250 guests attended a luncheon given in the Hotel Adolphus Cactus Room by the Variety Club of Dallas in honor of Albert T. Reynolds, the club's chief barker for 1954. The club's present chief barker, Kendall Way, presided, with Don C. Douglas as toastmaster and Judge William McCraw, former executive director, Variety Clubs, as principal speaker. R. J. O'Donnell, former chief barker, presented Reynolds with a gold life membership card.

G-B-D International Releasing Corporation announced that "Mr. Hulot's Holiday" is now available in the area through Herman Beiersdorf Distributing Company here.

Denver

Atoz Theatres, of which C. U. Yaeger is president, and Dave Davis general manager, will build an 800-seat $175,000 theatre in the new Woodlawn shopping center, about four blocks from the downtown section of Littleton, Colo. The theatre will open in early fall, and will be able to take advantage of the 800-car parking spaces provided by the shopping center.

The News is offering $350 as first prize, along with many theatre passes, for the best picks of the Academy Award winners. The first prize will be a minimum of $250, but will jump to $350 if the winner sent with his answer a contribution to the Brotherhood Week fund. Other prizes include a year pass to Denver theatres, a six-months' pass, a three month's pass, and 100 individual passes.

Five downtown theatres are giving theatregoers in the higher priced hours a 25 cent refund on their parking tickets. Doing this are the Centre, Orpheum, Denver, and Paramount, all first-runs, and the Tabor, subsequent run. The theatregoer must have a parking lot ticket before he can secure the refund. . . . M. Y. Nygren and Herman Koeppen are building a 300-car drive-in at Julesburg, Colo., and are getting ready for a spring opening.

Howard Banzhaf, city councilman, and projectionist, Tabor, will again run for City Council, as will Ed Mapel, owner, Gem. Mapel, a councilman for 12 years, has twice been elected president, City Council. . . . Tom Bradley, belonging to the family that owns the Paramount, Cheyenne, Wyo., will operate the house. The theatre was operated for a year by Fox Inter-Mountain Theatres, but for the past few weeks has been operated by Carlin Smith. Clarence Batter, independent booker, will book and buy for the theatre.

Des Moines

H. N. Schrodt, manager, drive-in at Marshalltown, Iowa, has found an unusual occupation for the winter season. He is the reading clerk of the house in the Iowa Legislature. Schrodt's booming voice helps him considerably in the legislative job.

Three more theatres in Iowa have closed their doors. They include the Everly, Everly, and the Primghar, both owned by A. H. Paulson, and the Commet, Coggon, operated by Fay French. . . . Bob Evans has resigned as a salesman for RKO and has moved to Missouri. . . . Harold Sutphin, MGM, is back at Mercy Hospital in Des Moines. . . . The House of the Iowa Legislature has passed a bill repealing the Sunday blue laws which included a provision prohibiting Sunday shows. The bill is now in the Senate.

Los Angeles

A new film exchange building will soon rise at the corner of Vermont and 20th, when Universal - International breaks ground for their new office. . . . Realart altered the booking department and outer offices in addition to repainting their quarters. . . . Off to Arizona on company business was Jack Sherriff, Realart salesman. . . . In town to buy and book was Jack Van Leer, Harry L. Nace Theatres, and Lloyd Katz, Sperling Theatres, Las Vegas, Nev. . . . A three day sales meeting was held by Modern Film Distributors at the Beverly Hills Hotel, attended by Kroger Babb, president; Irwin Joseph, general manager, who headquarters in Chicago; Floyd Lewis, vice-president; and K. Tally, San Antonio.

Bob Bivans, formerly with Judy Poynter's booking service, is now managing the Magnolia Drive-In, near Riverside, Calif. . . . The Edwards Circuit has temporarily closed its Garvey in the San Gabriel Valley. . . . Here for a three week period is Kenneth Hyman, vice-president, Associated Artists, who is huddling with his west coast representative, Robert Kronenberg, Manhattan Films. . . . Back from vacationing in Honolulu was Irving Levin, Filmmakers.

Ben Taylor, formerly of Favorite Films, who recently underwent an eye

operation, is resting at home. . . . Ed Sonney, Sonney Amusement, checked in from San Francisco for a visit with his brother, Dan. . . . Back at his desk after a bout with the virus was Joe Zangrilli, Warners booker. . . . Jack Osserman has joined Favorite Films as sales manager. . . . Seen on the Row were Gordon West, Fillmore; Willard Blunt, Glendora; Bill Alford, Palm Springs; and Frank Valuskis, Buena Park, all in California.

Milwaukee

Bill Ainsworth, Shawano, Shawano, Wis., and Gail, Mauston, Wis., is on a well earned vacation in Florida. . . . Ladies Variety Club of Wisconsin had a Valentine party in the Variety clubrooms at the Schroeder Hotel. . . . The Century was opened by the Gran Enterprises. The new manager is Mrs. Florence Kreischer, formerly manager, State, here. A new wide-screen and CinemaScope was installed. Foreign films will be shown on one night per week, probably Thursdays.

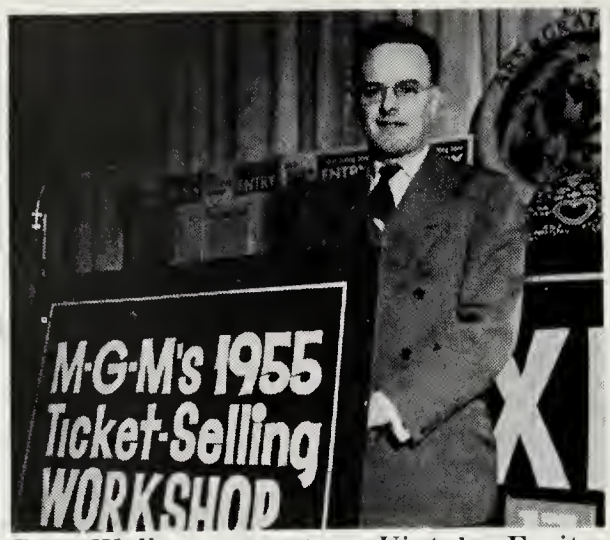
Chicago visitors attending the installation of Variety Club officers were Irving Mack, Nat Nathanson, and Sam Levinson. Tent 14 has set aside two nights as Brave nights when the club members will attend the baseball game in a group. They purchased blocks of tickets for June 17 and Aug. 1. . . . Ben Fish, Goldwyn Pictures, visited with Lou Ellman, RKO.

V. F. DeLorenzo is the new Lippert office manager and booker, also handling the branch's physical operation. He replaces Audrey Coggins. . . . Bill Exton, who operates the Roosevelt, Kenosha, Wis., had a convincing advertising campaign on "Phffft." . . . Russ McNamee, Thomas Theatres, Iron Mountain, Mich., was a visitor on Film Row.

Representatives of the Allied Independent Theatre Owners of Wisconsin, the projectionists and stage hands union, went to the state capitol at Madison, Wis., to fight a bill which would put daylight saving time up to a referendum. This group hopes to influence the legislative committee to reject such a measure which, if passed, would call for daylight saving balloting on April 5.

Milwaukeeans who attended the national drive-in convention at St. Louis were Rudy Kotnik, Hugo Vogel, Ben Marcus, Bill Ainsworth, Oliver Trampe, Angelo Porchetta, Dean Fitzgerald, C. Lohrbeck, Hank Tollette, Chuck Lowe, Harold Pierson, Sid Goldberg, and Charles Herbst. . . . Harry MacDonald, son of Sonny MacDonald, deceased manager, Warner, is now assistant manager, Alhambra.

Henry Hasse, a janitor of Fox Wisconsin Theatres Corporation, died of a heart attack while shoveling snow in the driveway at his home. . . . Abolition of the city motion picture commission was proposed by Edward H. Snyder, an attorney, in a talk before the weekly luncheon of Milwaukee Democrats at the Maryland Hotel. Snyder, who has studied the legal aspects of censorship,



Bob Walker, operator, Uintah, Fruita, Colo., was one of the recent panelists at MGM's Richmond, Va., Ticket Selling Workshop. He is seen here in action at the southern meeting.

presented a report of his findings. Mayor Zeidler appointed 10 persons to the civic progress commission, among them was Angelo Provinzano, Alamo and Pix, and William Geehan, former assistant to Harold Fitzgerald, Fox Wisconsin Amusement Corporation, and F. R. Peterson, secretary to the mayor and former circuit booker.

Minneapolis

A new drive-in, to be called the Mile High, is now under construction at Plum, S. D., between Lead and Deadwood. The outdoor stand is being built directly below the Homestake Mine on the only piece of flat ground in the immediate area. Partners in the project are Robert Lundquist, Robert Lahti, and Charles Creamer, Minneapolis Theatre Supply Company, and Leonard Steele, who also will manage the stand. The drive-in will be a deluxe operation with 600 speakers. It will be equipped for CinemaScope and other wide-screen projection. An early spring opening is scheduled.

The 400-seat Lyric, Fergus Falls, Minn., which has been closed for some time, has been sold and will be converted to commercial use. House was operated by Berger Amusement Company. . . . Al Fritz, operator, Lyric, Watertown, S. D., is building a 500-car drive-in at Watertown. Project will be equipped for CinemaScope. . . . Clarence Bull, leading MGM still photographer, will be in on March 4-5 to talk to the Commonwealth Club for personal appearances.

Action taken by the National Allied board at St. Louis was ratified by the board of North Central Allied at its monthly meeting at the Nicollett Hotel. Ben Berger, NCA president, presided. . . . Harry Weiss, RKO Theatres district manager, visited situations in Iowa on his way back from Denver. . . . M. A. Levy, 20th-Fox midwest district manager, was in Kansas City and Des Moines.

Ben Marcus, Columbia midwest district manager, was in. . . . Hy Chapman, Columbia branch manager, is vacationing in Florida. On his way home he will stop in New Orleans. . . . The Wisconsin Assembly has turned down daylight savings time for the state. . . . Edna Bjornson, shipper, NSS, is vacationing in California for six weeks. . . . C. J. (Fay) Dressell, RKO branch manager, is back at work after being hospitalized for a checkup.

Recent out-of-town exhibitors on the Row were Robert Hobighorst, Owen, Wis.; G. Duluhery, Waconia, Minn.; P. R. King, Adrian, Minn.; Lane King, Dell Rapids, S. D.; Mike Guttman, Aberdeen, S. D.; Don Gilbert, Harvey, N. D.; Clint Norene, Frederick, Wis.; Clarence Kaake, Duluth, Minn.; Arvid Olson, Pine Island, Minn.; and Laurence Wiesner, Cannon Falls, Minn.

Independent exhibitors have served notice on projectionists in Minneapolis that they have made their final and top offer in negotiating for a new contract. The next move is up to the projectionists, the theatre operators say. Already rejected by the union by what was reported to be a unanimous vote to strike was the independent's final compromise offer of seven cents per hour increase for each of the last two years of the three-year contract and no allowance for additional preparation time.

Ed Linder, manager, Gopher, has been busy garnering plenty of free radio, TV and newspaper space as attested to by his recent campaign on "Bad Day At Black Rock." Larry Fischer, radio station WTCN, awarded passes to see the film on his old tunes program; John Cummings, disc jockey, radio station WLOL, did likewise on his show, with both resulting in gratis spots plugging the film and its showing. Jeff Hughes awarded six passes on his "Pet Program" over TV station KEYD. Linder made a tie-in with the MGM Gold Medal book through the local distributor and had 100 counter and window display cards, put out by the book distributor, picked up and lettered by his own printer. He did the same with truck banners, lettering them with "Gopher Theatre, Now Showing." This resulted in having 11 trucks carrying theatre name and playdate of the picture on the streets and surrounding territory. Local newspapers seemed to go overboard in giving Linder free copy for both still scenes and advance publicity on the picture. On the pre-opening and opening days heavy commercial spots were used on both WTCH and WLOL radio stations. A sound truck was used carrying two 24-sheets, one on each side, for several days with radio records used for sound effects.

Oklahoma City

Sam Brunk, Beuna Vista representative for Oklahoma, was in Dallas for a meeting. . . . The Chief, Seminole, Okla., has installed CinemaScope. . . . Paul Myers, salesman, Film Classics, is in St. Anthony Hospital following a heart attack. . . . Bill Maddox, salesman, U-I, is in Wesley Hospital suffering from a heart attack.

Seen on Film Row were Don C. Cole, Bison, Buffalo, Okla.; Mrs. Truman Eller, Ritz, Blanchard, Okla.; Johnny Fagan, Bunavista Drive-In, Borger,

Tex.; Earl Rains, Rialto, Fort Cobb, Okla.; Mrs. Avece Waldron, Waldron and Blue Moon, Lindsay, Okla.; G. E. Ortman, Ortman, Hennessey, Okla.; J. S. Worley, Liberty and Texas, Shamrock, Tex.; J. Rudolph Smith, Royal, Mount View, Okla.; Mrs. W. T. Henderson, Mawil, Medford, Okla.; Bill Wilson, Mooreland, Mooreland, Okla.; Mrs. Izah Adams, Ritz, Sulphur, Okla.; W. T. Kerr, Platt, Sulphur, Okla.; Max Feinsilber, Yukon, Yukon, Okla.; L. A. White, Tech, Weatherford, Okla.; Virby Conley, Ellis, Perryton, Tex.; Joe Turner, Palace and Dome, Lawton, Okla.; and Volney Hamm, Mount Scott Drive-In, Lawton, Okla.

Omaha

Don Shane has offered to some young lady a free trip to Omaha, dinner for herself and an escort, overnight accommodations, and an evening as guest of the Orpheum and Paramount as winning prize in "The Country Girl" contest. The event was scheduleld in connection with the opening of the picture at the Orpheum. The girl to be over 16 and actually be a country girl. She will be selected from snapshots submitted.

Exhibitors and Film Row folks are getting a kick out of spotting themselves in Jack Renfro's rogue's gallery at Theatre Booking Service. Jack has mounted more than 50 snapshots on an artistically decorated panel on the wall. Jack took the photos and has labeled all the "mugs" with the names, towns, etc., of the "characters."

A former Film Row employee, blonde Evelyn Machmuller Juszyk, has become a mother. She formerly was 20th-Fox booker. . . . Latest girl along the Row to become a bride is Janet Nave, who was married to Fred Mears at Blessed Sacrament Church. . . . Gerald Rosenblatt, whose father, Max, is RKO branch manager, was confirmed at Beth-Israel Synagogue. . . . Funeral services were held for Mrs. John Radik, Sr., whose daughter-in-law, Wanda, is United Artists secretary, and who formerly was secretary to F. A. Van Husan at Western Theatre Supply.

One of the features in the fund drive for the National Conference of Christians and Jews here will be a Brotherhood Week luncheon at the Fontenelle Hotel. . . . John Harmon, operator, Rex, Orchard, Neb., has his new modern drug store open for business. . . . Al Gardner, ex-Warner salesman, who was operating the theatre at Logan, Iowa, has sold out to Kenneth Moore, local grocer.

New booth equipment has been purchased from Western Theatre Supply by theatres at Stuart and Verdigre in Nebraska and Dunlap and Shenandoah, Iowa. . . . Bettie Randolph, Columbia office manager, was back to work after an attack of flu.

St. Louis

Joe and Esther Ansell were honored by Variety as part of the celebration of their golden wedding anniversary. . . . Louis de Rochemont, producer of "Cinerama Holiday," was the guest speaker at a luncheon given in connection with the celebration of the 40th anniversary of the founding of the St. Louis Junior Chamber of Commerce, the first such chapter in the world.

The public premiere of "Cinerama Holiday" at the Ambassador was sponsored by the Junior Chamber of Commerce. S. H. Fabian, president, Stanley Warner Corporation, gave a special advance press and industry preview showing.

Out-of-town exhibitors seen along Film Row included A. J. Williams, Union, Mo.; Wesley Bloomer and Tom Bloomer, Belleville, Ill.; Herman Tanner, Vandalia, Ill.; Howard Bates, Illmo, Mo.; Harry Blount, Potosi, Mo.; Forrest Pirtle, Jerseyville, Ill.; Joe Goldfarb, Alton, Ill.; Izzy Wienshienk, district manager, Publix Great States, Alton, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Eddie Clark, Metropolis, Ill.; Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; Bill Horsefield, Morgantown, Ky.; Loren Cluster, Salem, Ill.; Stewart Cluster, Johnson City, Ill.; Charley Beninati, Carlyle, Ill.; Lake Edwards, Paducah, Ky.; and Harry Beck, Alton, Ill.

There was a special trade review of 20th-Fox's "The Racers" at Ruby S'Renco's Art. . . . Bud Edele, manager, United Artists, and Russell Bovim, division manager, Loew's Theatres, had a trying experience when the airplane on which they were flying to New Orleans flew right into the teeth of that tornado that demolished much of Commerce, Miss., and nearby communities, killing many people.

Carson W. Rodgers, president, Rodgers Theatres, Inc., Cairo, Ill., is making a splendid recovery from a recent hernia operation performed in a Cairo Hospital. . . . Martin Davis, formerly manager, Hi-Way, Florissant, Mo., and prior to that in charge of the Rio for the St. Louis Amusement Company, joined the Komm-Jablonow Theatre organization and presently is recruiting a staff for that circuit's Holiday Drive-In now under construction at Overland, Mo. He will manage the Holiday Drive-In, which will operate on a year-round basis.

Fred Boemer, who has had 27 years of experience in theatre management and operation with the Fanchon and Marco-St. Louis Amusement Circuit, is the new manager, Hi-Way.

Salt Lake City

David K. Edwards, general manager, Joseph Lawrence Theatres, was presented with one of the top awards in show business for charitable activities. The award was the annual Heart Award of Variety Tent 38 and was presented at the club's annual Valentine Party. The award was given by Dick Stafford, chief barker, and Clyde Blasius, chairman of the heart committee. . . . Roy M. Brewer, manager of branch operations, Allied Artists, New York, was visiting Don Tibbs and the local branch. . . . Phil, Carey, in "The Long Gray Line," was in town for the opening at the Lyric.

The Plymouth, New Plymouth, Idaho, has closed due to lack of business. . . . A 17-year-old Park City youth, LaMar Sproule, was killed instantly when the shovel with which he was removing snow from the Egyptian marquee, contacted a high tension line. Young Sproule was shoveling the snow from the marquee to earn a theatre ticket when the accident occurred.

The Ladies of Variety held their annual Valentine party at the Children's Health Center, Fort Douglas, which has become an annual affair with the Variety Club. Individual treats were given each child and a Valentine tree held a card and surprise for each child. . . . Exhibitors seen were Stuart Hardman, Lyric, Logan, Utah; and Vosco Call, Capitol, Brigham City, Utah. . . . Theatremen and exchanges are working for the state Senate to defeat the bill introduced to provide daylight-saving time for Utah.

San Antonio

CinemaScope equipment has been installed at the Plaza, Denton, Tex., according to H. J. Robinson. . . . A new 500-car capacity drive-in has been opened at San Marcos, Tex., by Bob and Leroy Ottwell, which is to be known as the San Marcos Drive-In. It was built at an estimated cost of $100,000 and features a 65x145 foot screen and one of the largest modern concession stands in the state. . . . New wide-screen equipment has been installed at the Star, Teague, Tex., according to Floyd Faubion. The equipment includes a Vocalite screen. . . . Robert Hodge, recently discharged from the air force, has assumed the management of the Queen, Merkle, Tex.

Ernest Rockett has announced that CinemaScope has been installed in the Tower, Itasca, Tex. . . . M. E. Hamm has purchased the Texan, Mesquite, Tex. He recently sold his Hunt and Trail Drive-In which he operated at Greenville, Tex. . . . C. W. Matson has reported that he has completed the installation of CinemaScope equipment at his Plaza, Madisonville, Tex. . . . Pete Blackshear, operator, Queen, Aspernont, Tex., died there recently. . . . Five youngsters at El Paso, Tex., were arrested by local police for delinquency and prowling as they were about to sneak into the Plaza, El Paso. They told police they planned to wait in the Plaza until later and break a jewelry store window.

Chris J. Muench, city manager, Yoakum Theatres, has reported that the Grand, Yoakum, Tex., has been equipped with stereophonic sound and other equipment for the showing of the new wide-screen processes. . . . Col. H. A. Cole, operator, three theatres at Bonham, Tex., has hired Albert F. Sindlinger to conduct a six month survey to find out what had to be done to stimulate more business for the theatres, and for the town generally. The town was losing business to nearby communities. The survey revealed that the town's merchants were not keeping pace with merchants in other cities. He had recently remodeled his theatres, had air

conditioning put in, adding CinemaScope and refurbnishing them inside and out. The merchants were not properly displaying their merchandise, lighting stores and keeping their stores up to date. The Sindlinger survey showed that the interest of the theatre operator is paralleled with the merchants of the town.

A $60,000 fire that razed the Avalon, Corpus Christi, Tex., has been reported as "definitely a case of arson" according to local police. A local night watchman was arrested at the scene and booked at city jail for investigation for arson. Wadded newspapers were found under the movie screen. Apparently the paper sputtered out and did not ignite as the arsonists had planned. The screen was destroyed but did not create enough heat to ignite surrounding wood on the stage and ceiling. The stage where the newspapers were burned was far removed from the fire which consumed the other end of the building and apparently started on the roof. Several charred kitchen matches were found on the floor near the newspaper ruins.

Genaro G. Garcia has been elected president, Projectionists Union Local 407. Other officers elected included Alfred Pena, vice-president; Henry Villapadierna, secretary-treasurer; Horace E. Blanton, recording secretary; John D. Dennis, business manager; Philip N. Wehrmann and Manuel Ayala, members at large; Manuel Perales, J. W. Good, and Joe Sanchez, trustees; and Ernest DeLeon, sergeant-at-arms. . . . G. W. Wooten, new owner, Sunset, has a large collection of pocket knives on display in his office which he has taken away from vandals caught slashing seats in the Sunset auditorium.

Among the out of town exhibitors in to book films at the local film exchanges were C. I. White, Princess, Sanderson, Tex.; Jose Garcia, National, Asherton, Tex.; and Benjamin Garcia, Garcia, La Gloria, Tex. . . . Luis Perez Mez, Mexican singing film star, headlined a special vaudeville show which appeared at the Alameda and Zaragoza with an all-Mexican cast.

The Trail Drive-In, Aransas Pass, Tex., has installed RCA projectors and a new wide-screen according to Tom Vincent, Southwestern Theatre Equipment Company, Houston, Tex. Mission Theatres, Inc., has sold their Mission, El Paso, Tex., to Henry S. Lavis and Sam Weiss for a reported sum of $20,000. . . . Frank Strickland, Jr., manager, Plaza, Donna, Tex., has announced the completed project on the installation of an RCA Dynalite screen and Bausch and Lomb anamorphic projection lenses. . . . William O'Donnell, general manager, Trans-Texas Theatre Circuit, has announced that the Capital, Amarillo, Tex., which was operated by the circuit, will not be rebuilt. It was recently destroyed in a fire.

Some 7,000 local "Polio Pioneers," youngsters who participated in the phase of the new polio prevention program held this spring in this area were guests of 10 theatres at a special Saturday morning show recently. The youngsters first canvassed their neighborhood for March of Dimes funds and then turned in their collections at the theatre of their choice. Participating were the Woodlawn, Laurel, Olmos, Broadway, Hi-Ho, Sunset, South San, Alameda, Guadalupe and the Cameo. . . . Shirley Anne New, former staff member at the Hi Park Drive-In, is now on the staff of the Texas. . . . Bobby O'Donnell, member of the staff, Josephine, operated by Tom Sumners, has returned from a trip made to Dallas, Tex.

A. J. Thibodeaux, manager, Port, Port Arthur, Tex., has reported the installation of a new wide screen and CinemaScope equipment. . . . Sherman L. Hart will replace Robert Mann as manager, three Athens, Tex., theatres. Mann is being transferred to the Rio Grande district as manager of the eight theatres of the late Owen Killingsworth estate. Hart was formerly owner-manager of a theatre at Grandview, Tex. . . . The Runge, Runge, Tex., is installing a new RCA Sno-White screen with Bausch and Lomb lenses. . . . Anador Caballero, Rita, Benavides, Tex., has announced plans to install an RCA Dynalite screen and Hylux lenses.

Houston, Tex., is likely to become an important movie film distributing center. Columbia Pictures Corporation, has leased quarters there for distribution throughout south and east Texas. Previously 20th-Fox had purchased a site for a Houston branch and MGM and U-I were also reported interested in establishing exchanges in the city. John Winberry, has been named branch manager and J. P. Hudgens, office manager. A formal opening is to be announced later with Columbia officials from New York in attendance. Among those due to attend were A. Montague, vice-president and general manager, Rube Jackter, assistant sales manager; K. C. Kaufman, exchange operations manager, and J. B. Underwood, division manager.

A 19 year old freshman coed at Arlington State College went to see "Sign of the Pagan" at the Hollywood, Fort Worth, Tex. Instead she saw the sign of the dollar, 1,120 of them. A glance into the balcony seat she was about to sit in revealed a man's billfold. Inside was $1,120. Bill Farnsworth, manager, Hollywood, traced the wallet to its owner who will reward the coed. . . . Three Houston youths were charged with the robbery of the Jan. 22 safe cracking at the Skyway Drive-In, Bryan, Tex. Two of the youths admitted the burglary. One of them was a former worker at the drive-in. According to police there was $570 in cash in the safe.

San Francisco

Mary Fratto, wife of Hugo Fratto, office manager, 20th-Fox, died suddenly. She is survived by two daughters, aged four years and 18 months. . . . Edward Mix, salesman, MGM, died. He is survived by his widow, Henrietta, booker of shorts, Affiliated Theatre Service.

Seattle

Charles McGraw, one of the featured players in Paramount's "Bridges at Toko-Ri," was in preparatory to the opening at the Fifth Avenue. He was entertained at a press luncheon, appeared on TV and radio shows, gave newspaper interviews, and met with exhibitors. . . . National Theatre Supply reports that they are opening warehouses at Spokane and Walla Walla, Wash., for the accommodation of their concession customers. . . . A newly-formed eight piece Dixieland and jazz band in made up of Film Row members, including Butch Leonard, trombone; Budd Saffle, piano; and Jack J. Engerman, clarinet. . . . Bill Tomlinson, Buena Vista representative, made a trip to Portland.

Republic branch manager Paul McElhinney flew to Spokane, Wash., on business. . . . Marie Reynolds, Paramount, is back at her desk after a leave of absence for an operation. . . . E. G. Peechia is preparing to install CinemaScope in the Roxy, Morton, Wash., through National Theatre Supply. . . . Zollie Volchok, Northwest Releasing, returned from Portland.

Phil Stanton, office manager and head booker, U-I, left for a booker's meeting in Los Angeles. . . . William Holland, producer-director and an actor in "Violated," was in relative to the opening of his picture at the Music Box. . . . Republic salesman Dave Dunkle made a trip to eastern Washington. . . . Allied Artists salesman Gordon Wellinger covered the Yakima Valley. . . . Bill Stahl, NTS salesman, is covering the eastern Washington, Idaho, and Montana territory. . . . John Kent, Paramount salesman, is on an extended trip. . . . Glen Haviland, Colosseum president, returned from a trip to Chicago and reports that negotiations are still not completed.

Film Row visitors included Jr. Mercy, Yakima, Wash., and Glen Spencer, Protor and Tacoma, Wash. . . . Two Film Row men were named by the National Conference of Christians and Jews as co-chairmen for the State of Washington of Brotherhood Week. They are William H. Thedford, president, Evergreen Theatres, and Vernon Stewart, branch manager, Warners.

Jim Brook's daughter Pat, he's office manager, 20th-Fox, graduated from Washington State College.

Helen Reynolds, Saffle's secretary, was in Yakima, Wash., over the weekend. . . . An invitational screening of "The Racers" was held at the Egyptian, followed by a cocktail party at the Olympic. Host for the event was J. Burk, 20th-Fox branch manager. . . . Al Larpenteur, Northwest Releasing salesman, is traveling the southern Oregon territory. Zollie Volchok, partner in the firm, is in Portland. . . . John Doerr and Pete Penagoes, Chicago, and Howard McGhee and Ed Hickey, Walla Walla, Wash., were in last week on midstate business.

NEWS OF THE Territory

Boston
Crosstown

Films can play an important part in achieving the year-round objectives of the National Conference of Christians and Jews, it was brought out at the New England industry's Brotherhood Week participation kick-off meeting in the Bradford Hotel. Nearly 400 exchange and theatre staff members heard Bill Cunningham, Boston Herald columnist, trace the growth of good will since dark days when, as a young reporter in Dallas, he was taken blindfolded to cover KKK floggings and demonstrations, and later, as a sports writer reporting Olympic Games in Berlin, he saw Hitlerism at its height. Referring to front page stories that morning in the Boston press reporting receipt of threatening letters by residents of one fashionable suburb, he said, "We still have to work hard for brotherhood. I never thought I'd see headlines like those today, in this part of the country and in these times." The meeting was called by Samuel Pinanski, Brotherhood Week chairman for exhibitors, and E. Meyer Feltman, U-I branch manager and chairman for the distributors, who also presided. Paul Levi, ATC publicist, was in charge of publicity for the week. Francis E. McElroy, New England Division Executive Director for the National Conference of Christians and Jews, told of its current projects, including use of films by Parent Teachers Associations and similar groups to develop goodwill among children. The regional budget this year, he said, calls for at least $50,000. Tom Donaldson, U-I salesmanager and co-chairman for the distributors, and Edward Canter, ATC general manager, spoke briefly. Plans were made to increase enrollment considerably among New England film industry ranks.

Samuel Pinanski, ATC president, and Mrs. Pinanski have left for a month's vacation in Florida.

Congratulations are being received by the Raphael Sandlows on the birth of their first child, a daughter, at Ma'den Hospital. Sandlow operates the Fellsway, Medford, the Melrose, Melrose, and the Coolidge, Watertown, all in Massachusetts.

Fred Shohet, U-I salesman, is pointing with pride at his first grandchild, Marcia Joy Sweig. . . . Dave Kaplan, Trans-Lux manager, is working with Joe Mansfield, United Artists publicist, on the first New England participation in the "Gateway to Stardom" contest, to select a Miss Exquisite Form, to spur interest in "Vera Cruz." Local models are competing for prizes and placing in the national finals. During the first run at Loew's State and Orpheum, Karl Fasick, publicist for the twin theatres, used the Jingle Contest idea.

Two separate advertisements in each major daily on the eve of Washington's birthday were used to announce the holiday opening of Warners' "Battle Cry" at the Metropolitan, and a special evening salute to the Marines on the stage. This salute, arranged by publicist Jack Saef, included official induction of a group of recruits.

American Theatres Corporation is instituting disc jockey shows on the stages of two of its neighborhood theatres, the Roxy, Roxbury, Mass., and the Jamaica, Jamaica Plain, Mass., on Friday evenings for 40 minutes each. The services of Stan Richards, WCOP, have been enlisted to play recordings from the stages to appeal to the teenagers. If the project is successful, other jockeys will be put on at other theatres to spin favorite recordings for the entertainment of the younger set. Ken Mayer, former U-I film saleman, who has been in the radio and TV field for two years, is the booking agent in the deal.

Columbia's "The Long Gray Line" had a gala premiere at the State and Orpheum, set up by the thumper Jack Markle, Columbia, and Karl Fasick, Loew's Theatres publicist. The 18th Army Band from Fort Devens, as well as the 74th regimental combat team honor guard welcomed the distinguished guests, headed by General James H. Cunningham, retired, who is president, West Point Society. Members of the main recruiting station of New England, dressed in their new army "blues" gave those attending their first sight of the recently authorized uniforms. They served as escorts for the military guests. Harry Carey, Jr., who plays the role of Cadet Dwight D. Eisenhower in the film made personal appearances at both theatres.

The South Station theatre, though whose entrance directly in the concourse, New Haven, Boston and Albany passengers have been passing for 20 years as they whiled away the time before trains, is to be converted into a Roman Catholic chapel, similar to the one at the Logan International Airport, East Boston.

A press and radio reception and luncheon for Suzan Ball and Richard Long, U-I stars, was arranged by John McGrail, publicist, at the Ritz-Carlton in connection wtih Miss Ball's new picture, "Chief Crazy Horse."

Walter A. Brown, chief barker, Variety Club of New England, has announced June 20 as the date of a banquet in the Statler at which state motor vehicle registrar Rudolph F. King will be honored with the club's annual Great Heart Award.

Joseph Levine, president, Embassy Pictures Corporation, has added the services of Richard Oberman to his staff. Richard, the son of Nate Oberman, MGM head booker, will sell film in the six New England states for this independent distribution company. He has had booking experience with the RKO exchange, but resigned that position to accept the new selling spot. Before his recent army stint, he had been in the poster room at National Screen Service.

New Haven
Crosstown

Following up his good work in the promotion of the kiddies Brotherhood show, Irving Hillman, manager, Roger Sherman, arranged for some nice bally for "Battle Cry." One of the highlights of the campaign was the Marine Corps drill team and induction ceremonies on the stage of the Stanley Warner house on the opening night. . . . Morris Rosenthal, Loew's Poli, set promotional angles of "20,000 Leagues Under the Sea" and followed with angles for "White Feather."

With the school holiday the week of Feb. 21, various theatres arranged for special matinees. The Whitney had a special PTA school. . . . The New Haven Branch of the American Association of University Women scheduled a benefit show at the Whitney for its fellowship fund. "The Little Kipnappers" was chosen for the film featured. . . . The Welch School PTA sponsored a theatre party at the White Way. . . . H. Cohn worked out some nice children's angles for the vacation shows held for the kiddies during the Washington's birthday holiday. . . . Harry Fishman, Fishman Theatres, has left for Florida.

Meadow Street

Advance sale of tickets in some areas were quite encouraging for children's shows which had special gifts for those making early ticket purchases. Managers also utilized tieups with various merchants to get added sales. Firms gave children's tickets free where purchases were made in their stores, etc. Arch Street, New Britain Conn., and Embassy, also in that city, gave free comic books to youngsters attending kiddie shows.

When Bob Schwartz, Waterbury, Conn., exhibitor, and Burt Jacocks, Center Drive-In, planed out to St. Louis recently to attend a theatre owners convention, they were reported grounded in New Orleans and never did get to the Missouri City. It was quite an experience was the report when the pair returned to Connecticut.

Gordon's Entertainment Bureau will provide the talent for the Hartford Police Benevolent Association's annual Bushnell Memorial production for the 10th consecutive year. . . . Allied Artists screened "The Big Combo" for SW . . . Most of the drive-ins around the state are expecting to reopen about the middle of March. Others, however, are planning to unshutter from Feb. 24 on. The Norwalk Drive-In is reported due to reopen about the first part of March. Concession stand was remodeled and will be ready then.

When the frost is out of the ground, work at the Lockwood-Gordon New Bridgeport Drive-In is believed due to start. . . . I. J. Hoffman, Connecticut Theatres, was in Florida. . . . Peter

Perakos, New Britain Conn., exhibitor, and members of his family, including John and Stephen Perakos, planned on a 17 day cruise to South America on the ocean liner Olympia. . . . Washington's birthday saw exchanges closed as in previous years.... Capitol, New London, Conn., had Walt Disney-Rama show for the kiddies. . . . Round Hill Drive-In, Springfield, Mass., beat the Connecticut drive-ins in winter opening.

Circuits

Loew Poli

Division manager Harry F. Shaw was in Hartford, Conn. . . . Loew Poli interests now are out of the Bijou, New Haven, Conn., and Lyric, Bridgeport, Conn. . . . Dave Lustig, Columbia was in for "The Long Gray Line" and in Bridgeport, Conn., for Hi-Way-Beverly promotion, William Leslie, actor, was in for press, radio, and TV bally for "Long Gray Line."

The personal appearance of the MGM elephant in New Haven and Worcester, Mass., brought good attention for "Jupiter's Darling." . . . Lou Brown, L-P publicity director, and Ernest Emerling, Loew Theatres publicity and advertising director, were guest columnists for James Lee, Worcester movie writer, when Massachusetts newspaperman was a vacationist. . . . Kane furniture store was the sponsor for the free kiddies show at the Loew's Poli, Springfield, Conn., on Washington's birthday.

Bob Carney, Poli, Waterbury, Conn., did a nice job in ballyhooing his Washington's birthday kiddies show and received some merchants' tieups in the distribution of tickets. . . . Tony Masella, Palace, Meriden, Conn., received nice old time movie art in the Silver City in conjunction with the MGM celebration.

Connecticut

Danbury

The Danbury Area Council of Churches disclosed plans for a sunrise service on Easter Sunday at Lockwood and Gordon's Danbury Drive-In.

Hartford

Lou Cohen, Loew's Poli, had Clarence Bull, MGM studio still photographer, in the city ahead of Feb. 18 opening of "Jupiter's Darling." Harry F. Shaw, division manager; Lou Brown, ad publicity manager, Loew's Poli-New England Theatres; and Charles Fellerman, MGM home office publicity department, were in for the Bull promotion campaign.

Local trade was watching customer reaction to newly-instituted 9:30 a. m. opening at the 1800-seat Star, operated by Community Amusement Corporation. Early opening, for Saturdays at present, increases operating time an hour. Normal opening is 10:30 a. m. The theatre is now offering 20 cartoons in children's morning and afternoon programs on Saturdays. The showing is titled "Cartoonascope" and also includes several features. . . . Stanley Sinskie, Arch Street, staff, New Britain, Conn., for 16 years, now working for a New Britain department store, was a local visitor.



Ken Forkey, Worcester, Mass., exhibitor; Ray Feeley, executive secretary, Allied of New England; Ed Lider, general manager, Yamins Circuit; and Ed Redstone, Redstone Drive-Ins, are a representative group contributing their share recently on appeal of the joint committee on toll-TV.

Leo Ricci, Capitol, Meriden, Conn., served as chairman, Meriden Lions Club country store night tickets committee. . . . Sam Rader, theatre artist, and Mrs. Rader were marking their 18th wedding anniversary. . . . U-I's "Captain Lightfoot" was sneak-previewed at the Stanley Warner Strand. . . . Milt LeRoy, Blue Hills Drive-In, Bloomfield, Conn., announced plans to increase screen size to 120 feet wide and 50 feet high. New playground facilities are being installed, and car capacity will be increased from 790 to 1,000.

Mickey Daly, president, Daly Theatre Corporation, is recuperating from surgery. . . . Dave Lustig, Columbia exploitation department, came in ahead of "The Long Grey Line," to set up a varied campaign for the pictures exploitation. . . . Arnold Van Leer, Paramount exploiteer, was around the territory in conjunction with promotion for "Country Girl."

Harry Feinstein, J. M. Totman, and Jim Bracken, Stanley Warner Theatres, visited Jack Sanson, Stanley Warner Strand. . . . Cy O'Toole and Charlie Loew, Stanley Warner engineering department, were Springfield, Conn., visitors. . . . Joe Dolgin, Pine Drive-In, Waterbury, Conn., checked in from Miami, Fla., with Mrs. Dolgin. . . . Ernie



Boy Scout Troop Number Two, Needham, Mass., recently decorated the lobby of the Paramount, Needham, Mass., for the showing of Exploitation Productions, Inc.'s "Jamboree," the Boy Scout film. Ernest Warren, owner-manager, is seen at the right.

Grecula, ex-ad-publicity manager, Hartford Theatres Circuit, now managing the Walter Reade Paramount, Plainfield, N. J., was in town for a few days.

Russ Ordway, ex-M and P man locally, now in the children's wear merchandising field, gave away a complete layette to first child born on opening day of the new Ordway children's shop in Wethersfield. Store is near the Lockwood and Gordon Webb Playhouse, at one time managed by Ordway. . . . Sam Harris, State, was due home from Miami, Fla. . . . Ray McNamara, Allyn, tied-up with area amateur drama groups for displays on "Country Girl."

Manchester

Recuperating at Manchester Memorial Hospital following surgery was Jack Sanson, Stanley Warner Strand, Hartford, Conn., manager. Named relief manager was Jean DuBerry, manager, SW Art, Springfield, Conn.

New Britain

The Music Box, subsequent-run house, has been leased for undisclosed terms to Arthur and Sarita Jennings, who are running the theatre on a four-day schedule, Friday through Monday. . . . Peter and John Perakos, president and district manager, respectively, Perakos Theatre Associates, sent vacation cards from the Caribbean.

Wethersfield

Princess Amusement Corporation has filed a certificate of final dissolution with the Connecticut Secretary of State's office at State Capitol, Hartford.

Willimantic

The Stanley Warner Capitol is running art films Tuesdays through Thursdays, with Columbia's "The Detective" opening the series. Manager Russ Barrett had special newspaper breaks.

Winsted

The Evening Citizen ran promotion copy, "What's Playing at the Movies Tonight? The Citizen Will Tell You!"

New Hampshire

Littleton

The Jax Jr. has brought to its screen "Operation Snowflake" in which its audience saw Miss Nancy Conway of Littleton as "Snow Princess." The newsreel showed several scenes of Miss Conway's arrival in Puerto Rico amid the snow sent from New Hampshire to the islands.

Manchester

F. D. Scribner, manager, State, recently ran an ad in the local papers headed, "Are you tired of television and ordinary movies? If you are discriminating in your entertainment tastes—if you enjoy a well-told story on the screen, filmed in the most exciting CinemaScope with a hand-picked cast, may we suggest with pride that you see 'Prince of Players,' a truly fine motion picture."

Portsmouth

A special kiddies show was held at the Arcadia to which children were admitted for 10 cents with three features presented.

NEWS OF THE Territory

New York City

Crosstown

Stanley Adams, ASCAP president, accompanied by Alex C. Kramer, chairman of the society's executive committee, and ASCAP's comptroller, George A. Hoffman, left to attend the annual west coast meeting. . . . Leo F. Samuels, president and general sales manager, Buena Vista, left for the coast, accompanied by Card Walker, executive vice-president, and Jesse Chinich, assistant domestic sales manager.

At a meeting of the Cinema Stamp Collectors at the Hotel Sheraton Astor, Leon J. Bamberger, president, arranged to have Henry M. Goodkin, secretary, Philatelic Foundation, speak. . . . E. S. Gregg, president, Westrex Corporation, left for Hollywood to confer with Westrex Corporation's Hollywood division and Sound Services, Inc.

Ruth Lowenthal, formerly with RKO and Eastern Drive-In Theatres, is now associated with the Liggett-Florin Booking Office. . . . Realizing a life-long ambition, Morris Caplan, former 20th-Fox sales executive, who retired last year following a 33-year association with the company, has embarked with his wife on a motor tour.

Al Lichtman, 20th-Fox director of distribution, left for Hollywood for studio conferences and meetings with National Theatres. . . . Robert Wagner arrived for some personal publicity in connection with 20th-Fox's "White Feather," Roxy. He was set to be featured on several leading TV and radio programs and to engage in a host of newspaper and magazine interviews.

Berk and Krumgold, real estate brokers, announce that they have consummated a long term lease for the 1400-seat State, Middletown, N. Y., for Strata Theatres, Inc., a Fabian Theatres Corporation subsidiary. The lessee is a corporation headed by Harry Brandt, who plans complete rehabilitation of the theatre immediately. . . . Emery Austin and Mike Simons returned from Detroit, where they attended the eighth MGM Ticket Selling Workshop.

Irving H. Ludwig, Buena Vista domestic sales manager, returned from regional sales meetings in Atlanta and Dallas. . . . E. S. Gregg, president, Westrex Corporation, returned from Hollywood.

Joseph L. Bracken, Jr., attorney associated with the law firm, Sargoy and Stein, since 1946, died at St. Catherine's Hospital, Brooklyn, N. Y. Funeral services were held at Hillebrand Funeral Home, Rego Park, L. I. A solemn requiem mass was offered at Resurrection-Ascension Roman Catholic Church with interment in Calvary Cemetery. He was a graduate of Holy Cross College, and earned his law degree at Fordham in 1935. He served in the U. S. Army from 1942 to 1945. He is survived by his widow, his parents, and two brothers.



Jerry Wechsler, for the past year a special sales representative, J. Arthur Rank Organization, was recently named branch manager, U-I, in Buffalo, replacing Dave Miller, who retired after 30 years with the company.

Mrs. Arlene M. Baker, mother of 20th-Fox exploitation manager Rodney Bush, passed away. Funeral services were held at the Riverside Chapel, Mt. Vernon. . . . 20th-Fox announced the official name of its new television subsidiary. It will be known as TCF Television Productions, Inc.

New York State

Albany

Donald Gilson, who came out of the army to pioneer in north county drive-in construction, has ambitious plans for a 700-car drive-in near Massena N. Y. Provided the proper financing can be arranged, he will start work around April and hopes to have the drive-in completed by June. Eventually, Gilson's idea is to include a closed theatre on the side opposite the concession stand. This would enable him to operate nine months a year, December, January, and February excepted. Massena's current population is 15,000, predicted to rise to 35,000 to 50,000. Drive-in would be built on an 11-acre plot which Gilson acquired last year. A new super highway will pass that site as well as his present Sunset Drive-In, west of Massena.

Mrs. Walter Scheff, who served as secretary to Leo Rosen during the latter's tenure as area supervisor, Fabian drive-ins, and who now is in the construction business with her husband in the Herkimer-Ilion area, were visitors to Sheraton-Ten Eyck Hotel. Mrs. Scheff also worked as secretary to George B. Chelius, Jr., then manager, Schine-owned Ten Eyck, and present manager, Sheraton-Ten Eyck. Scheff, a well known singer, was on Ten Eyck entertainment staff, later in the management unit.

(Continued on next page)

Bird Report Asks Tax Retention

ALBANY—The long awaited and final report of the Temporary Commission on Fiscal Affairs of State Government, commonly known as the Bird Commission, recommended to the Governor and the Legislature that the permissive taxes, including the five per cent on admissions, authorized for cities and counties, be retained.

"The Commission has not undertaken a qualitative appraisal of all these taxes, but believes that as a group they serve a useful purpose and should be retained," read one section of the study. "They add flexibility and some choice of alternative between the local revenue systems, and even in communities where little use has been made of them, there is considerable opinion that their continued availability is valuable."

The report, submitted by an 11-member group appointed by former Governor Thomas E. Dewey in August, 1953, to make a study and appraisal of the fiscal affairs of state government, set forth that "a recently adopted admission tax of five per cent is estimated by city officials to yield $16,700,000 in 1954-55."



Suzan Ball, in New York recently on behalf of the advance promotion of U-I's "Chief Crazy Horse" received a special New York Variety Club citation from Leonard Goldenson, president, American Broadcasting Company-Paramount Theatres, at a Variety Club luncheon at Toots Shor's. Seen, left to right, are Charles J. Feldman, vice-president and general sales manager, U-I; Richard Long, U-I actor and husband of Miss Ball; Edward L. Fabian, chief barker, New York Tent; and Martin Levine, Brandt Theatres executive, who served as chairman of the luncheon. The citation to Miss Ball was "for her great heart that enabled her to carry on under circumstances that would have ended the career of a less stalwart person."

EYEING THE Exchanges

COLUMBIA—Clerk-typist Barbara Wilson's husband returned from overseas duty with the Navy. . . . Frances Taylor entertained over the weekend at Norfolk, Va. . . . Cashier clerk Camille Patti is to be married on June 5. . . . Salesman Moe Fraum left for a vacation in Miami, Fla.

PARAMOUNT—Barbara Lefkowitz celebrated a birthday. . . . Phil Fontanetta was promoted from file clerk to general clerk. The position vacated was filled by new employee Richard Goldin. Reggie Bagnell, contractor, celebrated a birthday, as did Stan Tulanowski.

UA—Sophia Bochilo's son Murray recently passed a patrolman's test. . . . The office is agog over their film, "Purple Plain," which will soon be opening at the Capitol. . . . Dorothy Muldowney became an aunt.

RKO—Secretary Sadie Barnett, who has recently had an operation, is mending rapidly. . . . June Jacobson went to



Eugene Pleshette, managing director, Brooklyn, N. Y., Paramount, is seen beside the contest roster recently announcing the "ideal Mrs. America" contest in a tie-in he effected with the Mrs. America contest on all levels of this nation-wide promotion.

Grossingers for the weekend. . . . A group of Harry Belafonte fans went to the Copa to see their favorite in his closing show. Included were Ruth Hirsch, Phil Heydeck, Sadie Castanza, and Shiela Bookman.

RAMBLIN' 'ROUND — Bonded Shipping is being kept so susy these days that they have had to hire half a dozen new employees. . . . Ann Mendelsohn is a new cashier at Favorite. . . . Sales manager Jack Bellman, Favorite, went to Lakewood, N. J., for the weekend. . . . Albert Quaedvlieg, U-I, is out of the hospital and back at work. . . . Business Education's David Schpiro disclosed that his children Wendy and David attended a gala party in honor of their cousin, Willie. . . . Lila Rodreguez, MGM billing department, is out due to illness. . . . The daughter of Etta V. Segall, AA, recently returned from a honeymoon in the Virgin Islands. . . . Frances Singer, 20th-Fox, is home ill. . . . George J. Winner will be Republic's special representative for the middle east. He will have headquarters in Lebanon. Winner had previously spent five years in Germany as special consultant for the U. S. I. A. . . . Clerk-typist Sandra Kranis, Principal Film Exchange, disclosed that her soldier-brother returned from Germany. He will be married shortly. . . . The Motion Picture Bookers Club will hold a theatre party on April 21. Recently installed officers of the club are Samuel Einhorn, president; Kitty Flynn, first vice-president; Louis Solcoff, second vice-president; and Myron Starr, treasurer.

Albany

(Continued from preceding page)

Twin Drive-In Theatre, Inc., has been authorized to conduct a drive-in business in Buffalo. Capital stock is 300 shares, no par. Incorporators are Anthony Ragusa, Buffalo; Louis Battaglia, Eggertsville, N. Y.; and John W. Stark, Depew, N. Y.

International Audio Stylus Corporation has been enpowered to conduct a sound equipment business in New York. Capital stock is 200 shares, no par.

Fabian's Mohawk Drive-In, Colonie, N. Y., will reopen next month, as will the Saratoga, Latham, N. Y. . . . William O'Brien, for several years night and weekend assistant at the Madison, is back in the local picture as assistant to Alfred Swett, new Ritz manager and one-time Madison manager. Vic Bunze, ex-Waterfold, N. Y., exhibitor and later manager for Fabian and for Neil Hellman in Troy, N. Y., and for Hellman here, bowed out as Ritz assistant after Jack Swartout retired from the top spot.

Paul H. Jacobson, son-in-law of Si Fabian and treasurer, currently marking-time Van Curler Broadcasting Company, which operated the signed off UHF station, WTRI, in which Stanley Warner held a 50 percent interest, is recovering from a leg and foot injury suffered in a skiing accident. WTRI, which might return to the air if the Federal Communications Commission allocated VHF Channel 10 or adopted a regulation forbidding multiple network affiliation where there is more than one video outlet, gave its staff two-weeks severance pay and tried to obtain positions for them with new TV stations or even in the Stanely Warner organization.

Henry Harris, former Strand stage worker and long-time president, Local 12, IATSE, post-carded manager A. O. La Flamme and Palace stage manager James Blackburn that contracts had been let for construction of his new home in Dade City, Florida.

From the drab location of the present quarters to modern, air-conditioned space at Sheraton-Ten Eyck Hotel, in the heart of downtown Albany, is the welcome change which Variety Club will made in late July or August. Members voted, after a prolonged discussion, to approve the new site selected by a survey committee and approved by the crew. Chief Barker George H. Schenck explained that the obligation to Sheraton-Ten Eyck was a substantial one, involving an undertaking by himself and other officers. He thought that sufficient new members and renewed interest on the part of present barkers would warrant the leasing arrangement. It is for five years, but cancellable by the club at the expiration of the first. George B. Chelius, Jr., Sheraton-Ten Eyck manager and a new Variety Club member, will select the quarters. Schenck believed that 60 new members, chiefly associates since there would not be enough within the industry, were needed.

Schenectady

Schine's Avon presented two free tickets to persons whose names appeared in advertisements by the first-run.

Watertown

Proctor's will reecho to clicking castanets and stamping boots when Teresa and Luisillo "Ballets Espagnols" gives an evening performance on March 4. Scale is $2.20 to $3.30. Guy Graves, city manager for Fabian, maintains his office in and gives direction to Proctor's "The Bridges at Toko-Ri" moved from Proctor's to State.

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NEWS OF THE Territory

Philadelphia

Crosstown

It was reported that Robert Nissenson had sold the Roxy, Roxborough, to Mel Koff and associates. Nissenson plans to retire. The Jeffries, Roxborough, has been acquired by the same interests from veteran Ed Jeffries.

Counsel in the anti-trust case of the Sablosky Norris Amusement Company, Norristown, Pa., vs. Paramount, et al., reported that it should terminate late this week in U. S. District Court, with the verdict of the jury awaited with interest.

It was learned last week that "Man Without A Star," U-I Kirk Douglas, Jeanne Crain, and Claire Trevor starrer, would have its world premiere at Goldman Theatres' Goldman on March 15. Douglas will be in for TV and radio appearances, newspaper and syndicate interviews, and participation in a series of special events.

Harold Shapiro, Alden, has a new Oldsmobile for sale. . . . George Resnick is vice-president, Downtown Jewish Orphans' Home, and takes active part in this worthy charity.

Vine Street

Max Miller, UA tub thumper, came back from Detroit without the book. . . . Benny Harris, American Film, suffered a broken toe in an accident. . . . John Golder, Jam Handy representative, would like to hear from his friends. He is in Graduate Hospital.

Edward Emanuel, international secretary, left on an inspection tour of Variety operations in Toronto, Buffalo, Detroit, and Pittsburgh. . . . Irving Shiffrin, exploiteer who did such a grand job on "Tonight's The Night" for Allied Artists, Viking, left for Washington to duplicate the job there. . . . Seymour Poe, representative for producer Edward Small, was in conferring with UA branch manager Gene Tunick.

District of Columbia

Washington

20th-Fox—Tony Muto, cameraman, is in South America shooting film. . . . Pearl Torney, inspectress, has completed her 29th year of service. . . . Frank Blake, projectionist, and Bob Smeltzer, booker, celebrated birthdays. . . . I. Sara Young is visiting friends and relatives in Brookline, Mass. . . . Jay Gordon, Gordon Circuit, Newport News, Va., was a visitor at the exchange. . . . Eileen Olivier, clerk, is happy over recently buying a home. . . . Regina Shook celebrated a birthday. . . . Jeanne Tucker, cashier, is vacationing in Florida.

Local F-13 held its executive board meeting. . . . The Morgan, Grundy, Va., was partially destroyed by fire. The owners plan to rebuild. . . . Aileen Railey, IFE booker, had a birthday.



Richard Egan, center, co-star, RKO's "Underwater," was in Philadelphia recently on behalf of the film and is seen with George Beatty, left, executive assistant to William Goldman and head film buyer, Goldman Theatres; and Charles Zagrans, RKO Philadelphia branch manager.

Bernard Jacon, vice-president, IFE, was a visitor here. . . . Phil Berler, E. M. Loew's, Boston, was in town on business.

MGM—Leonard Hirch, southern division sales manager, was a home office visitor. . . . Ida Barezofsky was co-chairman of a bazaar sponsored by the Business and Professional Ladies Auxiliary of the Hebrew Home For The Aged. The affair was held to supplement funds for the occupational-recreational theraphy project. . . . Hazel MacCarthy went to visit friends over the weekend in Detroit. . . . Ester Blendman, assistant cashier, was in New York visiting relatives. . . . Rose Frank, booker's secretary, went to Philadelphia due to a death in the family.

RKO—Agnes Turner, cashier, celebrated a birthday. . . . Joe Breechen, branch manager, returned from a business trip in Baltimore, Md.

REPUBLIC—Reba LeMoyne celebrated her second wedding anniversary. . . . Esther Katznell is mourning the death of her mother, Flora. . . . Belura Porter is celebrating her sixth wedding anniversary.

U-I—Jack Keegan, former booker is touring Europe with the Army basketball team. Keegan's tour will include visits to Austria, France, Italy, and England. . . . Myrtle Fries, PBX operator, had a birthday. . . . Bob Miller, booker, celebrated his second wedding anniversary. . . . Harold Saltz, branch manager, celebrated another wedding anniversary.

Marvin Goldman, co-chairman, Variety Club public relations committee, is working on plans for a Tent 11 regular news bulletin, to be sent to all members. . . . Milton S. Kronheim has been appointed chairman, Mothers Day luncheon committee, by Chief Barker Alvin Q. Ehrlich.

The Variety Club board of governors will meet on March 7. . . . Tent 11's 1955-56 roster is now in the works. . . . Happy birthday to Rick LaFalce, Ralph Grimes, and Eddie Gallaher. — T. C.

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Delaware

Wilmington

Charles H. Rush, Jr., RCA Service Company, postcarded from Miami, Fla., that he was having a great time. While Rush was vacationing, Jack Adelman was taking care of his work. . . . Henry L. Sholly, MOTION PICTURE EXHIBITOR correspondent, was called out of town because of a death in the family. . . . Exhibitors saw a tipoff on business in a statemen by Edward Hare, Jr., director, Department of Public Welfare, that its capacities have been "strained almost to the breaking point" by the high case loads resulting from the heavy unemployment experienced in Delaware since the fall of 1953. He discussed the question of whether the high level of need will continue. "Economists differ," Hare said, adding that there are no concrete indications that the welfare department's job will decrease soon. He said: "We might be shaking down to a 'normal' level of peacetime economic activity, with unemployment hovering around where it is, higher than in the conflict periods and lower than recession or depression levels."

— H. L. S.

Maryland

Baltimore

Raymond L. Trumble, who came to Baltimore when Jack Fruchtman took over the New and Keiths, has returned to Lexington Park, Md., where he will continue in a managerial capacity for Fruchtman Theatres. Nat W. Hodgdon has arrived with Mrs. Hodgdon as general manager, Keiths and New, having come here from Lexington Park. . . . Loew's Century presented a hair style show this week as an added attraction. . . . I. M. Rappaport, Town and Hippodrome, issued invitations to a screening of "The Country Girl" which took place after closing hours at the Little.

Sam Temple and Frank H. Durkee, Jr., have returned from St. Louis where they attended the National Allied drive-in convention. Both men are with the Durkee Enterprises. . . . The Century manager, Jack Sidney, staged a benefit show and added a substantial amount to the fund for families of six firemen who lost their lives in line of duty. He was assisted by Owen Schnapf. Tickets were sold at all the downtown theatres.

Richard Dizon, manager, Town, went to Washington with a party to see Cinerama. . . . Albert Lang, auditor, Hicks-Baker Theatres, is a father for the fourth time. It's a boy. . . . John P. Recher, Hagerstown, Md., has joined the Hicks-Baker Theatres staff. . . . Projectionist Gilbert Peacock, having been confined to his home with il ness, is convalescing and works one day a week at the Times.

Miss Caryl Hamburger, manager, Film Centre, was in Philadelphia for the weekend, visiting friends and seeing new shows. . . . Bill Myers, owner, DeLuxe, was in Pocomoke City, Md., on business.

A Baltimore attorney, C. Morton Goldstein, was named by Governor Theodore R. McKeldin as chairman, Maryland State Board of Motion Picture Censors. He replaces Sydney R. Traub, who has held the censorship post since 1949.

— G. B.

Cambridge

Telegrams and postal cards requesting Sunday movies for Cambridge are being sent to the five members of the Dorchester County legislative delegation now in Annapolis. Sam Newman, manager, RK, said he felt the people wanted Sunday movies and that he had passed out about 1,000 cards to businessmen and individuals. If such a bill would be passed it would apply only to Cambridge, and would be drawn so that the movies would not interfere with church hours, Newman said. A check with the legislative delegation, however, revealed that no such bill has been drawn.

Leonardtown

Charles O. Dowell is now operating Sunday nights only at the D and L, Solomon's Island. . . . T. L. Harrison, Jr., general manager, Park and Plaza, Lexington Park, Md., attended a staff meeting called by promotion executive Ray Trumbule in Baltimore, Md. . . . Johnny Levy, aide, Plaza, Lexington Park, Md., is recovering from the flu . . . Ray Trumbule and wife are reported as still house hunting in Baltimore, Md., where he is now managing the New Keith's for Jack Fruchtman. It is a long way for him to commute to see his wife and family at Hollywood, Md.



Among those present at the recent premiere of Columbia's "The Long Gray Line," RKO Keith's, Washington, were, left to right, Abe Montague, Abe Schneider, Mrs. Abe Schneider, Bill Leslie, Jack Cohn, Robert Francis, and Rube Jackter.

Pennsylvania

Lancaster

On April 1, 20th-Fox's "Violent Saturday" will world premiere here, the city having requested this honor because the main characters in Buddy Adler's first production for the company are of Amish derivation. The leading citizens of Lancaster approached 20th-Fox as soon as the drama went into production, promising a lavish premiere celebration, and a three-day local holiday, April 1-3, has been arranged to mark the special entertainment event. The one minute past midnight world premiere will be held at Boyd's Colonial amid a gigantic civic celebration headed by Pennsylvania Governor George M. Leader, the mayor of Lancaster, and surrounding cities, and in the presence of entertainment figures and a press party of trade and general newspaper reporters, nationally-syndicated columnists, wire service, TV, radio, and maga-

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zine representatives, who will come on from New York, and all parts of the keystone state for the event. The guests will be transported from New York in a fleet of deluxe motorcoaches. The Lancaster world premiere will signal day-and-date openings of the picture in all parts of Pennsylvania. The film opens nationally in late April. The first event on the agenda will be a banquet in the ballroom of the Hotel Brunswick at which the visitors will be greeted by the governor and other state and city dignitaries. Following the banquet, the party will head for the Colonial for the initial showing of the picture. The opening will be a kleig-lit affair radiating the glamour and excitement of New York and Hollywood premieres. Newreel, TV, radio and the press will cover the event, beaming highlights to the dramatic attention of millions in all parts of the country and overseas. Tours have been arranged to enable guests to see such famed Pennsylvania sites as the Farmer's Market in Lancaster; the old Pennsylvania pike; and other points of historical and cultural interest in the Amish and Mennonite area. Trip to nearby towns Lititz, Paradise, Bareville, Bird-in-Hand, Hindletown, and Leacock also will be included on the agenda. Charles Einfeld, 20th-Fox vice president; Edward E. Sullivan, publicity manager; Meyer Hutner, associate publicity manager; Leo Pillot, special events director; and Hal Marshall, Atlantic division exploitation representative, finalized plans for the gala premiere.

Reading

Loew's Colonial, Bob Diem, manager, has started a series of Saturday morning shows, cartoons, and other attractions, plus the regular feature for the day. . . . The Astor, J. Lester Stallman, manager, was host to various picture-interested groups at a preview of "Country Girl."

Regardless of the usual Lenten falling-off in business in theatres, local houses will step up interest in their programs by booking a number of high class attractions for March. Space in daily newspaper advertising is also being increased.

A number of alterations to the Rajah Temple building owned by the Mystic Shriners, are being planned as a result of a long lease to be taken on part of the temple and for part-time use of the theatre by Reading Consis'ory, Scottish Rite Masons. As Reading Consistory will discontinue holding sessions in the Plaza, which is part of Reading's Masonic Temple, this move to the Rajah has caused some speculation as to the future of the Plaza, 1,200-seater. After a 54-year history in which it was a legitimate house, a burlesque and stock company location, and for many years a motion picture theatre, the Plaza has had few rentals in the past year.

The inventory in the estate of Paul L. Knorr, this city, was filed in the office of Register of Wills Clair M. Price. Personal and real property listed amounted to $426,000. The Knorr estate is the owner, Warner.



Jack Whittle, new chief barker, Baltimore Variety Club, Tent 19, left, recently received the gavel from retiring Chief Barker Rodney Collier, who served three terms in the capacity.

American Legion Post 825, this city, which is raising funds for a new building and for welfare work, will stage a "Grand Old Op'ry" show in the Strand, Donald Hinkle, manager, on March 15. Tickets for the afternoon show will be free to underprivileged children of the city and suburban area. The post is soliciting advertising for a program for the show.

The Stanley Warner theatre interests have purchased the Warner from the John B. Knorr estate. The sale includes two stores. The sales price was reported to have been $180,000. Richard T. Williamson was attorney for the Knorr estate in the sale and SW was represented by Wolf, Block, Schorr and Solis-Cohen, Philadelphia attorneys.

Claude E. Greth, 72, for many years a stage employe in the Academy of Music, now Rajah, died at his home in Glenside.

Scranton

There is a $1,052,777.56 balance in the estate of M. E. Comerford, late Scranton motion picture magnate who started his business career with a penny arcade and developed a multimillion dollar amusement enterprise. An account filed at the office of Register of Wills William F. O'Hara showed total assets as of Dec. 31, 1954, of $2,721,826.87. Liabilities total $1,669,049.31. They were



Al Plough, manager, SW Stanton, Philadelphia, recently conferred with WPTZ-TV executives Rolland V. Tooke, left, and Calvin Jones, center, producer and director of color short subject, "Miracle On The Delaware," civic film about Philadelphia which had its first showing at the Stanton.

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MGM's Ticket-Selling Workshop in Richmond, Va., recently, the seventh in the series, drew a record gathering at the Jefferson Hotel, as seen in the photo, center. On the left is Leonard Gordon, president, Virginia Theatre Owners Association, as he delivered a brief talk; while, on the right is seen Bernie Hickey, executive associate, Shea Theatres (Jamestown Amusement Company), who was one of the panelists. As with the others, the Workshop session was most successful.

listed as loans payable to J. J. O'Leary, trustee, $851,786.94; Comerford treasurer, $720,862.37; Binghamton Theater Company, $64,000; Kodeco Realty Company, $30,000; and Meco Realty Company, $2,400. The account was filed by Frank C. Walker, executor. Accounts also were filed in the estate of M. B. Comerford, nephew of M. E., and in the estate of M. B.'s wife, Anna, who served as administratrix until her death in 1945. Assets in the M. E. Comerford estate included Meco Realty Company, 3,334 shares, $928,885.75; Penn State Realty Company, 1,000 shares, $275,-188.72; Comerford, Inc., 167 shares, $166,968.27; Metropolitan Theatre Company, 616 two-third shares, $167,916.34; Capitol, Hazleton, 500 shares, $131,235; Luzerne, $119,480.62; Hyde Park Amusement Company, 334 shares, $108,581,86; Federal Theatre Company, 389 shares, $74,139.51; Carbondale Theatre Company, 84 shares, $17,556.17; Carbondale Amusement Company, 55 shares, $543.07; Forest City Theatre Company, 67 shares, $11,279.45; Edwardsville Amusement Company, $4 083.30; cash, $40,714.21. Accounts receivable total $93,702.87, the account shows. Principal disbursements of $937,765.87, and income disbursements of $453,817.79 up to 1953 were accounted for by Walker. Advances to legatees totaled $1,132,000, including $378,000 to Margaret A. Comerford, widow of M. E.; $126,000 to Mariel C. Friday and the same amount to Margaret B. Carey.

The M. B. Comerford estate account was filed by Walker, O'Leary, and Helen Comerford Egan. It showed a net value of $21,928.41 as of Dec. 31, 1954. The value as of Oct. 25, 1945 was $2,292,593. Disbursements of $2,200,181.87 cut the total to $92,411.48. Loans of $70,483.07 cut the net value to $21,928.41. Chief disbursements were $1,195,859.06 as two-third-share of the securities to the M. B. Comerford partnership and one-third of the securities to the Anna D. Comerford estate. The net value of the estate of Anna D. Comerford as of Dec. 31, 1954 was listed at $390,461.02. Total assets were listed at $1,407,701 and after disbursements of $552,418.92 the balance was $885,282.08 Outstanding loans of $474,052.89 cut the total to $411,229.17. Another deduction of $20,-768.15 also was listed. M. E. Comerford died Feb. 1, 1939, in Miami, Fla. His will named as principal beneficiaries his widow, Margaret, and Mariel Comerford Friday, wife of attorney Thomas Friday. Other beneficiaries named in the will were his brother, Andrew, and his nephew, M. B. Mrs. Comerford was given an outright bequest of $5,000, one-third of the residuary estate and the Comerford residence at 340 Wyoming Avenue as well as personal property and his automobiles. A one-ninth share of the residuary estate was left to Mariel together with real estate at 116 South Hyde Park Avenue. His stock in the Penn-com Corporation was ordered devised to his nephews, Frank C. Walker and Michael B. Comerford, to he held in trust 15 years with the income paid into the residuary estate. At the end of that time, the will directed that the stock be sold and the proceeds paid into the residuary estate for distribution to the residuary legatees. Nieces and nephews also shared in the estate. A one-ninth residuary share was awarded to children of his late sister, Ellen Comerford Walker; a similar share to children of his late brother, Patrick J. Comerford; the same to children of his late sister, Mary Comerford Collins; and the same to a brother, John, and a sister, Margaret Carey. A $125 monthly annuity had been set up for his brother, Andrew, who died after the will was executed. The will carried a clause that any beneficiary who contested the will's validity would be cut off from his benefits.

Variety Club
Tent 13, Philadelphia

"Animal Farm" was screened through the courtesy of Screen Guild. This is the cartoon feature being handled by Louis de Rochemont.

The luncheon tendered the Honorable Leo Weinrott proved a big success.

The first dance of the season will be held in the clubrooms on March 12.



Irving Shiffrin, hustling Allied Artists exploiteer, pulled one of the best interest-arousing stunts in connection with the preshowing of "Tonight's The Night," Viking, that hit Philadelphia in a long, long time. This was in the nature of tieins with radio stations which ran letter contests from listeners on the topic of "Why I Want To See 'Tonight's The Night.'" The preview, to which winners of the flood of mail were invited was held at the Locust. On the left is seen Harry Sley, owner, Viking and Locust, discussing some of the avalanche of mail with Ben Gimbel, head, WIP, which held the contest on its "Dawn Patrol"; center is Steve Allison, WPEN's "Midnight Belongs To Me" lad, with several of the winners of the contest he ran, including Mr. and Mrs. Joseph A. Murphy and Mrs. Charlotte Lynch. Allison plugged the contest for a week and several thousand listeners responded. On the right is another gimmick which had models, Shriffrin included, reading newspapers on street intersections with the back page covered with signs plugging the opening of the film at the Viking.

MOTION PICTURE
EXHIBITOR
SERVISECTION

The Check-Up of all features and shorts for a nine-month period

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SECTION 2
Vol. 53, No. 18

MARCH 2, 1955

Allied Artists

(1953-54 releases from 5401;
1954-55 releases from 5501)
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue—(5508).

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue.

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue—(5421).

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B—(5504).

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoar show—79m.—see July 28 issue—(5426).

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B—(5501).

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue—(5420).

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue—(5412).

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne— For the lower half—77m.—see Feb. 23 issue—(5510)—Leg.: B.

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue—(5505).

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue—(5409).

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue—(5417).

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B—(5503).

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish comedy for the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor)—(5506).

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue—(5507).

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue—(5427).

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made)—(5432).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN FURY—Jungle documentary—(Color)—(5411).

ANNAPOLIS STORY, THE—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor)—(5513).

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett—(5512).

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson—(English Made).

DARK VENTURE—Frank Lovejoy, Forrest Tucker, Peggie Castle.

DIAL RED O—Bill Elliot, Keith Larsen, Helene Stanley—(5509).

HIGH SOCIETY—Leo Gorcey, Huntz Hall, Amanda Blake—(5514).

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez.

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris.

SEVEN ANGRY MEN—Raymond Massey, Debra Paget, Jeffrey Hunter—(5511).

SHOTGUN—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—(Print by Technicolor)—(5515).

SPY CHASERS—Bowery Boys, Lisa Davis.

WARRIOR, THE—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English).

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue.

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor)—(721).

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue—(714).

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England)—(719).

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhaun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor)—(712).

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—Far the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue—(718).

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made).

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(716)—(1.85-1).

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of actian—91m.—see Sept. 8 Issue—(Technicolor)—(Made in England)—(709).

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 Issue—Leg.: B—(710).

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gina Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue)—(703).

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor)—(711).

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Techincolor)—(CinemaScope).

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor).

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 Issue—(722).

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue—(730).

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names ta help—91m.—see Nov. 3 issue—Leg.: B—(715).

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor)—(706).

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue—(704).

TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: "B"—(Technicolor)—(725).

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicalor)—(717).

THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg. B.

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 Issue—(Technicolor)—(720).

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: "B"—(726).

TO BE REVIEWED OR IN PRODUCTION

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Cannie Towers—(Technicolor).

CALICO PONY, THE—Van Heflin, Joan Woadward, Raymond Burr—(CinemaScope).

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

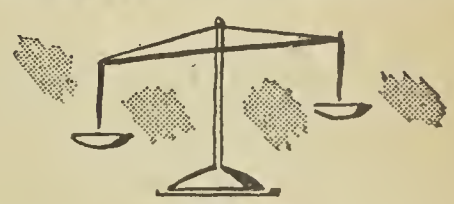
KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama
ACD—Actian drama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Camedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Campilation
COSMD—Costume melodrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery camedy
MYD—Mystery drama
MYMD—Mystery melodramo
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the FACTUALLY HONEST Data as originally published in our "Pink Section" REVIEWS. It is ALL of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens,

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).

END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).

FIVE AGAINST THE HOUSE—Guy Madison, Kim Novak, Brian Keith.

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

JAIL BAIT—Tommy Cook, Frank Griffin, Molly McCart.

JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

RIOT ON PIER SIX—Arthur Franz, Beverly Garland.

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.

WYOMING RENEGADES—Phil Carey, Gene Evans, Martha Hyer—(Technicolor).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciana Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 Issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.

TOO YOUNG FOR LOVE—Marina Vlady, Pierre Michel Beck, Aldo Fabrizi—(Dubbed in English).

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue—(5327).

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England)—(5402).

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 issue—(English-made)—(5310).

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made)—(5326).

RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made)—(5403).

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made)—(5329).

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue—(Spanish-made)—(Dubbed in English)—(5323).

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made)—(5404).

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made)—(5330).

THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—(5406).

THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 Issue (5404).

UNHOLY FOUR, THE — D — Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made)—(5401).

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty—(5413).

BLACK PIRATES—Anthony Dexter, Lon Chaney, Robert Clarke—(AnscoColor)—(Made in El Salvador)—74m.—(5407).

GLASS TOMB—John Ireland—(English-made)—(5409).

LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar—(5416).

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery—(5414)—75m.

SILVER STAR, THE—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney—(5411)—73m.

THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord—(5415).

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—144m.—see Feb. 9 issue—(Technicolor)—(520).

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue).

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(507)—(1.75-1).

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 Issue—(Eastman color)—(CinemaScope)—(515).

BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue).

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(502)—(1.75-1).

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 Issue—(Eastman Color)—(Made in Holland and England)—(501)—(1.75-1)—(SS).

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 Issue—(Ansco Color)—(CinemaScope)—(502).

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 Issue—(Made in England)—(511)—(1.75-1).

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 Issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(512)—(1.75-1).

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 Issue—(506).

GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color)—(522).

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting melier has the angles—100m.—see Dec. 29 Issue—(Eastman Color)—(Made in South America)—(516)—(CinemaScope).

JULIUS CAESAR—D—Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating, meritorious offering—121m.—see June 17 Issue—(422)—(SS).

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope)—(518).

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well-made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(510)—(1.75-1).

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoar show has names and amusing angles—92m.—see Feb. 9 issue—(Eastman color)—(Cinemascope)—Leg.: B—(517).

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(503)—1.75-1).

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate far the action houses—89m.—see Nov. 3 Issue—(509).

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 Issue—Leg.: B—(508).

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 Issue—(505).

TO BE REVIEWED OR IN PRODUCTION

BEDEVILLED—Anne Baxter, Steve Forrest—(Technicolor)—(Made in France)—89m.

BLACKBOARD JUNGLE—Glenn Ford, Anne Francis, Louis Calhern—101m.

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

HIT THE DECK—Jane Powell, Debbie Reynolds, Vic Damone—(Color)—(CinemaScope)—112m.

INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Color).

MOONFLEET—Stewart Granger, Viveca Lindfors, Joan Greenwood—(Color)—(CinemaScope).

PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Color)—(Print by Technicolor)—(CinemaScope).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor)—(5405).

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue—(5409).

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue af DeMille spectacle has the names to help—122m.—see Oct. 20 Issue—(Technicolor)—(R-5403).

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 Issue—(Technicolor)—(5401).

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B—(5402).

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(5404)—(PS).

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 Issue — (Technicolor) — (VistaVision) — (5430)—(PS).

TO BE REVIEWED OR IN PRODUCTION

AIR COMMAND—James Stewart, June Allyson—(Technicolor)—(VistaVision)—(PS).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—(5407).

COURT JESTER, THE—Danny Kaye, Glynis Johns—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott, Arthur Kennedy—(VistaVision)—(PS).

EDDIE FOY STORY, THE—Bob Hope, Angela Clarke, George Tobias, Milly Vitale—(Technicolor)—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy—(Technicolor)—(VistaVision)—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAMBO—Silvana Mangano, Shelley Winters, Vittorio Gassman—(Made in Italy)—(5406).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly—(Technicolor)—(VistaVision)—(Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangana, Anthony Quinn—(Technicolor)—(Made in Europe)—(5408).

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue—(502).

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action melier—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg. "B"—(509).

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor)—(505).

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. B issue—(570).

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor)—(508).

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average pragrammer—84m.—see Oct. 20 issue—(Print by Technicolor)—(503).

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 issue (Calor)—(Made in Guatemala).

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor)—(572).

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m. see March 9 issue—(507).

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate pragrammer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color)—(504).

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope)—(506).

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has expiaitation possibiiities—73m.—see Sept. 8 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

ESCAPE TO BURMA—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScape).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

RAGE AT DAWN—Randolph Scott, Mala Powers, Forrest Tucker—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Rabertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

Republic

(1952-53 releases fram 5201; 1953-54 releases fram 5301)

(All features are being photographed for projection in aspect ratios fram 1.33 to 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh far the duallers—86m.—see Dec. 15 issue—(5314).

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Foir programmer—74m.—see Jan. 26 issue—(5326).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—Far the lower half—70m.—see Sept. 22 Issue—(5310).

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 Issue—(5242).

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topicol melier has expioitation possibiiities—90m.—see Sept. 22 issue—(5311).

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Gaad impart for the art, speciaity, ond explaitatian spats—93m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(5312).

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England)—(5432).

TIMBERJACK—OMD—Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor melier will fit into action spots—93m.—see Feb. 9 issue—(Trucolor).

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Boath, Billy Chapin—77m.—see Sept. B issue (5309).

TROUBLE IN STORE—F—Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made)—(5431).

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish camedy drome will need plenty af selling—91m.—see Dec. 1 Issue—(Made in Scotland)—(Trucolor).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN MANHUNT—Myron Healey, Karen Booth, John Kellog.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DOCTOR IN THE HOUSE—Dirk Bogarde, Muriel Pavlow, Kenneth More—(English-made)—(Rank)—(Technicolor).

ETERNAL SEA, THE—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

FOREIGN ADVENTURE, A—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middleton.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

MAN FROM TEXAS—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucalor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(424).

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue)—(541).

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lawer half—75m.—see Nov. 17 issue—(English-made)—(428).

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Gaod mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope)—(423).

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope)—(419).

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends an the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(422).

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue)—(542).

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope)—(425).

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duaiiers—71m.—see Dec. 29 issue—(English-made)—(429).

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed far the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope)—(420).

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor)—(417).

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory pragrammer—74m.—see Jan. 26 issue—(Made in Mexico)—(506).

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue.

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—Far the lower half—75m.—see Dec. 1 issue—(Calor)—(427).

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for speciai handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope)—(502).

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: "B"—(505).

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action melier—83m.—see July 28 issue—(Technicolor)—(408).

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musicol is headed for better grosses—117m.—see Dec. 15 issue—Leg.: 8—(CinemaScope)—(Calor by DeLuxe)—(426).

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name shauld help war reissue—131½m.—see Jan. 12 issue.

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(503).

WOMAN'S WORLD—CD—Cliftan Webb, June Ailyson, Van Heflin, Lauren Bacall, Fred MacMurray, Ariene Dahi, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicalor)—(CinemaScope)—(421).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, Kenneth More—(Color)—(508-2).

ANGELA—Dennis O'Keefe, Mara Lane—(511).

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope)—(515).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan—(CinemaScope)—(Made in Japan)—(516).

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope)—(509).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(Cinemascope)—(Made in Hong Kong)—(514).

TALL MEN, THE—Clark Gable, Eleanor Parker, Guy Madison—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England)—(504).

UNTAMED—Tyrone Power, Susan Hayward, Rita Moreno—(Color)—(CinemaScope)—(507).

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemaScope)—(510).

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import far art and specialty spats—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danava—Flynn draw will have to moke the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit inta the duallers—83m.—see July 28 Issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh pragrammer for the lawer half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panarama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rase Bascom, Frankie Darro—Weak western far the lawer half—62m.—see Nav. 3 issue—(Royal West).

MALTA STORY—HiSMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and speciaity houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer far the lawer half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV)—(1.66-1).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical droma—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—Far the lower half ar art spots—74m.—see Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

SUDDENLY—MD—Well-made, interesting melier—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed melier has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richord Burton Fredric March, Claire Bloom—(Technicolor)—(CinemoScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassau).

BIG HOUSE, U. S. A.—Broderick Crawford, Ralph Meeker—(Schenck).

BRASS RING, THE—Anthony Quinn, Farley Gronger, Anne Bancroft—(Small).

BULLET FOR JOEY, A—Edward G. Robinson, George Raft, Audrey Totter—(Bischoff-Diamond).

CANYON CROSSROADS—Richard Basehart, Phyllis Kirk, Steven Elliot—(Joyce-Werker).

DEADLY PACEMAKER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.)

DESERT SANDS—Ralph Meeker, Maria English—(Superscope)—(Technicolor)—(Bel-Air).

FIREBIRD, THE—Ellen Rasch, international ballet and opera cast—(Lesser)—(Gevacolor).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

KISS ME DEADLY—Ralph Meeker, Cloris Leachman, Albert Dekker—(Aldrich).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

MARTY—Ernest Borgnine, Betsy Drake—(Hecht-Lancaster).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made In Ceylon)—(Technicolor)—(Bryan).

ROBBER'S ROOST—George Montgomery, Richord Boone—(Eastman Color)—(Goldstein-Jacks).

SABAKA—Boris Karloff, Nino Morcei, Reginald Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

STRANGER ON HORSEBACK—Joel McCrea, Miroslava—(Technicolor)—(Goldstein).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Technicolor)—(Made in Italy)—(Lopert-Lean).

TIGER AND THE FLAME, THE—Sobrab M. Modl, Mehtab—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—Dale Robertson, Frank Loveloy, Evelyn Keyes—(Baird-Foster).

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue—(513).

BENGAL BRIGADE—Rock Hudson, Ariene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor)—(501).

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made, action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular—432).

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume melier—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland)—(514).

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—517.

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfoctory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(430)—(2-1).

DESTRY—OMD—Audie Murphy, Marl Blanchard, Lyle Bettger—Remoke has the angles for exploitotion—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B.

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry hos angles—97m.—see Jan. 26 issue—(Technicolor)—(511).

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor)—(502).

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 Issue (English-made)—(Rank)—(486).

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action melier—86m.—see Aug. 25 Issue—Leg.: B—(431)—(1.75-1).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower hoif—80m.—see Nov. 3 issue—(504)—(1.85-1).

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope—505)—(2-D—506).

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action melier—96m.—see Jan. 26 issue—Leg.: "B"—(512).

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program melier—88m.—see Feb. 9 Issue—(Technicolor)—(516).

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor)—(503).

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(510)—(2-1).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE MUMMY—Bud Abbott, Lou Costello.

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

CULT OF THE COBRA—Faith Domergue, Richard Long, Marshall Thompson.

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jone Russell, Dan Duryea—(Technicolor).

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

LADY GODIVA—Maureen O'Hara, George Noder, Victor McLaglen—(Technicolor).

LAND OF FURY—Jack Hawkins, Glynis Johns—(Eastman (Color)—(Made in New Zealand)—(Rank)—(509)—Leg.: B.

LOOTERS, THE—Rory Calhoun, Julie Adams, Thomas Gomez.

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MAN FROM BITTER RIDGE, THE—Lex Barker, Mera Cordey—(Color).

MAN WITHOUT A STAR—Kirk Douglas, Jeanne Crain, Claire Trevor—(Technicolor)—Leg.: B.

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demorest—(Technicolor).

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

REVENGE OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 issue—(WarnerColor)—(CinemaScope)—(411).

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue—(407).

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(402)—(1.85-1).

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(401)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marlsa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope)—(404).

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made In Africa and England)—(332)—(1.85-1).

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope—(414).

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B—(413).

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergmon, John Warburton—Names should help reissue—135m.—see Dec. 1 issue—(406).

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope)—(408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 Issue—Leg.: B—(Technicolor)—(CinemaScope)—(403).

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope)—(405).

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue—(412).

YOUNG AT HEART—ROMD—Doris Day, Frank Sinotra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(409)—(1.85-1).

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).

BLOOD ALLEY—John Wayne, Lauren Bacall—Leg.: "B."

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

JUMP INTO HELL—Jacques Sernas, Kurt Kasznar, Arnold Moss—(410).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stonley-Warner Cineramo).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Nomes should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 Issue—(Made in Egypt)—(Filmakers).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carilsle—For action spots and duoliers—72m.—see Dec. 1 issue—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS—MD—Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m —see Sept. 22 Issue—(Hallmark).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Don O'Herlihy—64m.—see Jan. 26 issue—(Color)—(DCA).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves Far the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scaut tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lawer half —90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia)—(DCA).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Gaad nature study film for supparting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue (Filmakers).

STRANGER'S HAND, THE—MD—Richord Basehort, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy)—(DCA).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decaumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, Jomes Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel —Routine burlesque show for the exploitation spots 53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor) —(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr, Contessa Vera Richkova—Fair burlesque entry—66m.—(Partly in color)—(Union).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m. —see Oct. 6 issue—(German-made)—(English titles) —(Brenner).

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).

ANNA CROSS, THE—D—Anna Larianova, A. Sashin-Nikolsky; V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimlr Ushakov, V. Dorofeyev—Routine Soviet import—105m. —see Sept. 22 issue—(Russian-made)—(English titles) —(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Romon Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller —83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgon, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue —(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made) —(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots —75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FOUR WAYS OUT—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English) —(Carroll).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m. —see Jan. 26 issue—(English-made)—(Associated Artists).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports —108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .

GREEN SCARF, THE — MYD — Michael Redgrave, Kieron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots —100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegorde Neff, Michel Aucloir—Amusing import—103m.—see Feb. 23 issue — (French-made) — (English titles) — (Ardee).

ILLICIT INTERLUDE—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story far the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry far the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Nell Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made) —(English titles)—(Times).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English impart—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import far the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 Issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m. —see July 28 issue—(Italian-made)—(English titles) —(Burstyn).

SKANDERBEG—HISD—Akaki Khrava, Besa Imani, Adivie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary —38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TRUE AND THE FALSE, THE—D—Signe Hasso, William Langford, Michael Road—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor) —(Artkino).

UGETSU—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka —Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B — (Japanese-made) — (English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Yves Montond, Charles Vanel, Vera Crouzot—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliotes).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)			

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)			

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)			

SERIALS (4)

7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)		15ep.	

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash			
7406	(Mar. 10)	Gyped In The Penthouse			

CANDID MICROPHONES

(Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1			

COLOR FAVORITES (15)

(Technicolor)

(Reissues)

7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts			
7609	(Mar. 10)	River Ribber			

MR. MAGOO (4)

(Technicolor)

7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926

MR. MAGOO SPECIAL

(Technicolor)

(CinemaScope)

7509	(Jan. 6)	When Magoo Flew	E	7m.	3857

(1954-55)

MUSICAL SPECIAL (1)

7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars			
7857	(Mar. 24)	Hollywood Fathers			

THRILLS OF MUSIC (6)

(Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	(Feb. 10)	Tony Pastor and Orch.		10m.	

UPA ASSORTED CARTOONS (4)

(Technicolor)

7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Feb. 24)	Babie Boogie			

WORLD OF SPORTS (10)

7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 6)	Aquatic Acrobats			
7807	(Mar. 17)	Fishing Paradise			

MGM

One Reel

CARTOONS (16)

(Technicolor)

(T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	

CINEMASCOPE CARTOONS

(Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)		7m.	
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)			

FITZPATRICK TRAVELTALKS (6)

(Technicolor)

(Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara			

GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse			
	(Mar.)	Salt Water Tabby			

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)			
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed			

Paramount

SPECIAL

(Technicolor)

Assignment Children (UNICEF) (KAYE)

CARTOON CHAMPIONS (6)

(Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6)

(Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek			
B14-4	(Mar. 4)	Keep Your Grin Up			

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive			

HEADLINER CHAMPIONS THRILLS (6)

(Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4)

(Technicolor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood			

NOVELTOONS (6)

(Technicolor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes			

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	F	10m.	

POPEYE CARTOONS (8)

(Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags			
E14-4	(Feb. 11)	Nurse To Meet Ya			

TOPPERS (6)

M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Fact; Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore			

VISTAVISION SPECIAL

V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan		16m.	
53106	(Apr. 1)	Finders Keepers		15½m.	

SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(.....)	Basketball Highlights			

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3887
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase			

SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt			

WALT DISNEY CARTOONS (3)

(Technicolor)

(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)

54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	3926
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe			
54105	(Feb. 18)	Lake Titicaca			
54106	(Mar. 11)	Contrasts in Rhythm			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Relssue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
		One Reel **THIS WORLD OF OURS (6)** (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

		CINEMASCOPE SPECIALS (Color)			
7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m	.3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Jan.)	Tuna Clipper Ship (Tech.)		18m.	
7502	(Feb.)	Stampede City (Color)		7m.	
7503	(Jan.)	Birthday Parade (Color)		10m.	
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			
		One Reel **SEE IT HAPPEN (6)**			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isle Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle In Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort In the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor			
5503	(Jan.)	A Yokohama Yankee			
5505	(Feb.)	Terry Bears In Duck Fever			
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants In Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland			
5504	(Feb.)	Swooning The Swooners			
5506	(Mar.)	Gandy Goose In It's All In The Stars			
5508	(Apr.)	The Two-Headed Giant			

United Artists

		SPORTS SPECIAL			
		Marciano-Charles Fight	G	21m.	3848

Universal-International

		Two Reel **MUSICAL FEATURETTES (13)**			
1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	3925
		One Reel **VISTARAMA SPECIAL** (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Skelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	3926

Warners

		SPECIALS (12) (Technicolor)			
2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull			
2007	(Mar. 5)	Mississippi Traveler			
		CLASSICS OF THE SCREEN (6)			
2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young			
		One Reel **BLUE RIBBON HIT PARADES (13)** (Relssues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Uproar			
2307	(Feb. 26)	You Were Never Duckier			
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny			
2726	(Mar. 26)	Sahara Hare			
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator			
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up			
2712	(Feb. 26)	Stork Naked			
2713	(Mar. 12)	Lighthouse Mouse			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds			
2506	(Mar. 19)	Football Royal			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days			
		MISCELLANEOUS			
		Alien Orders (COI)	F	10m.	3857
		Chevalier de Menilmontant (Burstyn)	G	14m.	3873
		Composers In Clay (United World)	G	22m.	3856
		For Peace and Friendship (Color) (Artkino)	F	39m.	3887
		Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
		Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
		Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
		Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
		Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
		Lesson In Anatomy, A (IFE)	F	11m.	3849
		Lost Paradise, The (Pictura)	G	11m.	3857
		Miracle in Music, A (American)	G	8m.	3900
		Mystery Of Leonardo, The (IFE)	F	10m.	3848
		New Van Gogh, The (IFE)	G	15m.	3856
		Paul Gauguin (Pictura)	G	13m.	3848
		Queen's Colors, The (McDonald)	E	17m.	3918
		Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
		Romantic Youth (Burstyn)	F	15m.	3865
		Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
		Siam (Buena Vista) (Technicolor)	E	32m.	3918
		Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
		Story of Light, The (Color) (Bondy)	E	9m.	3866
		USSR Today No. 19 (Artkino)	F	12m.	3844
		USSR Today No. 24 (Artkino)	F	19m.	3874
		World of Life, The No. 1 (Meadow)	G	16m.	3873
		World of Life, The No. 7 (Meadow)	G	16m.	3873
		World of Life, The No. 13 (Meadow)	F	16m.	3873
		World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

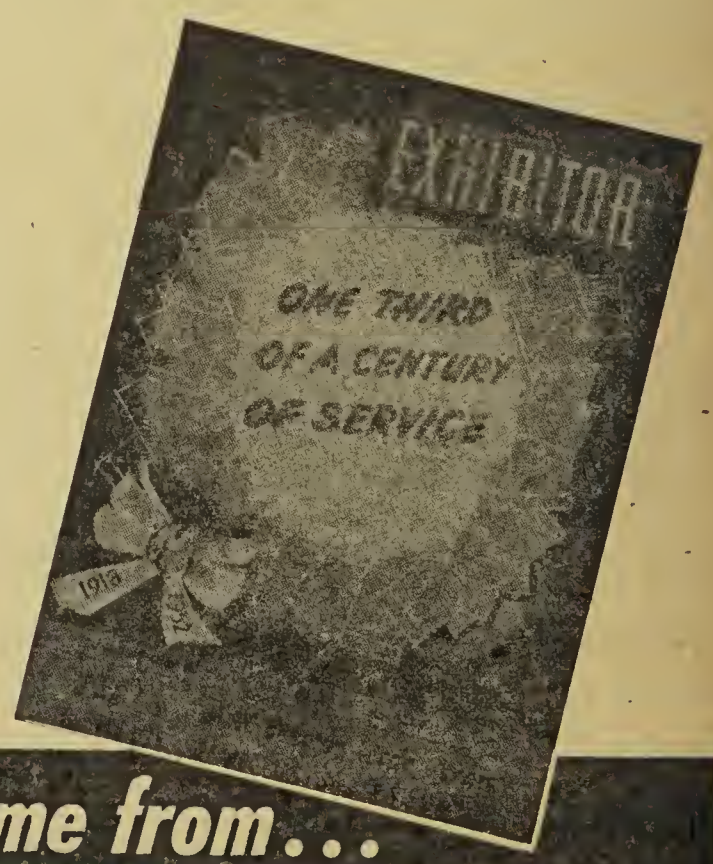
They are all right here in THE CHECK-UP. And you need only save it for two weeks,— for it will be up-to-date the next time issued.

IN YOUR HANDS NOW—

you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**
The Big Combo C. Wilde, R. Conte, J. Wallace	**Ten Wanted Men** R. Scott, J. Brando (Technicolor)	**Thunder Over Sangoland** J. Hall, M. Lord	**Many Rivers To Cross** R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)	**The Conquest Of Space** E. Fleming, W. Redfield, G. Johnson (Technicolor)	**Underwaterl** J. Russell, R. Egan G. Roland (Technicolor) (Superscope)	**Timberjack** S. Hayden, V. Ralston, D. Brian (Trucolor)	**White Feather** R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)	**Sabaka** B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin)	**The Far Country** J. Stewart, R. Roman, C. Calvet (Technicolor)	**The Silver Chalice** V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope)
Murder Is My Beat B. Payton, P. Langton	**Women's Prison** I. Lupino, J. Sterling, C. Moore, H. Duff		**Jupiter's Darling** E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)				**The Racers** K. Douglas, G. Roland, B. Darvi (Partly made In Europe) (Color) (CinemaScope)	**Canyon Crossroads** R. Basehart, P. Kirk, S. Elliott (Joyce-Werker)	**Six Bridges To Cross** T. Curtis, J. Adams, G. Nader	**Unchained** E. Hirsch, B. Hale C. Morris
	Pirates Of Tripoli P. Henreid, P. Medina (Technicolor)						**Belle Starr's Daughter** **Dakota Lil** (Reissue)	**The Good Die Young** L. Harvey, G. Grahame, R. Basehart (Remus)	**Abbott and Costello Meet The Keystone Kops** B. Abbott, L. Costello	
MARCH	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**
Seven Angry Men R. Massey, D. Paget, J. Hunter	**New Orleans Uncensored** A Franz, B. Garland, H. Stanton	**The Glass Tomb** J. Ireland (Made in England)	**Hit The Deck** J. Powell, D. Reynolds, V. Damone (Color) (CinemaScope)	**The Country Girl** B. Crosby, G. Kelly, W. Holden	**Tarzan's Hidden Jungle** G. Scott, V. Miles		**Untamed** T. Power, S. Hayward, R. Egan (Color) (CinemaScope)	**Big House, U.S.A.** B. Crawford, R. Meeker (Schenck-Koch)	**Captain Lightfoot** R. Hudson, B. Rush (Technicolor) (CinemaScope) (Made in Ireland)	**Battle Cry** A. Ray, M. Freeman, V. Heflin (WarnerColor) (CinemaScope)
The Big Tip Off R. Conte, C. Smith, B. Bennett	**Wyoming Renegades** P. Carey, G. Evans, W. Bishop (Technicolor)		**Anchors Aweigh** (Reissue)				**Angela** D. O'Keefe, M. Lane	**Stranger On Horseback** J. McCrea, Miroslava (Technicolor) (Goldstein)	**Smoke Signal** D. Andrews, P. Laurie (Technicolor)	**New York Confidential** B. Crawford, A. Boncroft, R. Conte
Dial Red O B. Elliott, K. Larsen, H. Stanley	**The Detective** A. Guinness, J. Greenwood, P. Finch (English-made)							**Marty** E. Borgnine, B. Blair (Hecht-Lancaster)	**Land Of Fury** J. Hawkins, G. Johns (Eastman color) (Print by Technicolor) (Made in New Zealand) (Rank)	
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
			The Glass Slipper L. Coron, M. Wilding, K. Wynn (Eostman color)	**Run For Cover** J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistoVision)	**Escape To Burma** B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)		**A Man Called Peter** J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope)	**The Purple Plain** G. Peck (Made in Ceylon) (Technicolor) (Ronk)	**Chief Crazy Horse** V. Mature, S. Boll, J. Lund (Print by Techni-color) (CinemoScope)	**East Of Eden** J. Harris, J. Deon, R. Mossey (WarnerColor) (CinemoScope)
			Blockboard Jungle G. Ford, A. Froncis, L. Calhern				**Violent Saturday** V. Mature, S. Sidney (DeLuxe color) (CinemaScope)	**A Bullet For Joey** E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond)	**Ma and Pa Kettle At Waikiki** M. Moin, P. Kilbride, L. Nelson	
							The Adventures Of Sadie J. Collins, K. More, G. Cole (Color)	**Lilacs In The Spring** E. Flynn, A. Neagle (Eostman color) (English-made) (Wilcox)	**Man Without A Star** K. Douglas, J. Crain, C. Trevor (Technicolor)	

OBSERVATIONS

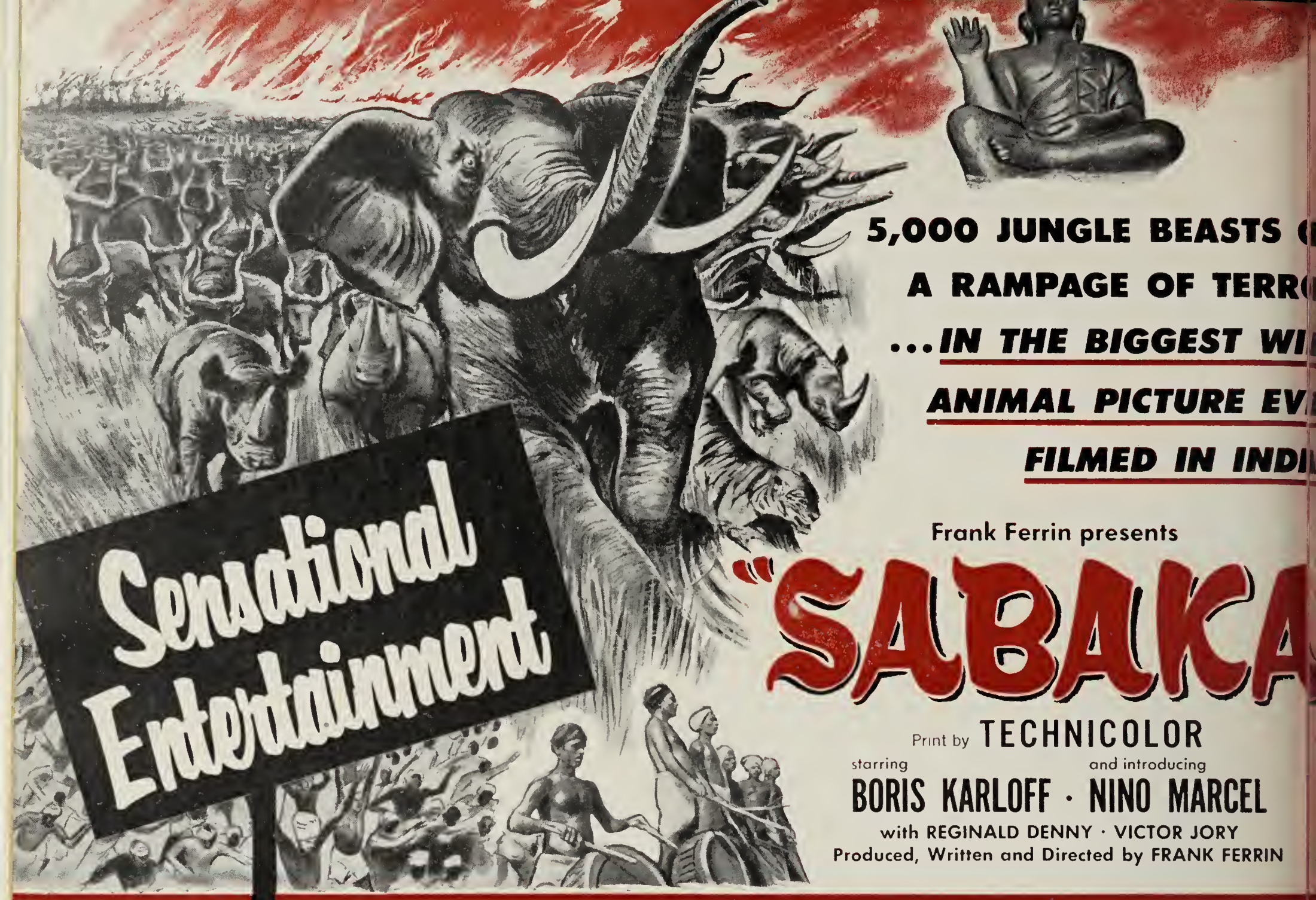
April 3—Palm Sundoy
7-8—Passover
8—Good Fridoy
10—Easter

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
MARCH	1-30	8	16	23
APRIL	28	7	15	22

FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels



5,000 JUNGLE BEASTS (

A RAMPAGE OF TERR(

...IN THE BIGGEST WI

ANIMAL PICTURE EV

FILMED IN INDI

Frank Ferrin presents

"SABAKA

Print by TECHNICOLOR

starring BORIS KARLOFF · and introducing NINO MARCEL

with REGINALD DENNY · VICTOR JORY

Produced, Written and Directed by FRANK FERRIN

backed up by



3 PRONGED TIE-UP SET WIT
FAMED BUSTER BROWN SHOE

Nation-wide store displays in 14,000 Bro
shoe outlets covering every exchange are
the United States and Cano

8 solid weeks of TV network plugs—reach
an audience of 16,000,000 each week, slan
for both small fry and adults—via the Bus
Brown program, "SMILIN' ED'S GANG", which st
Nino Marcel, who makes his screen debut in "SABA

Coloring contests...with prizes contributed jointly
by exhibitors and Brown outlets.

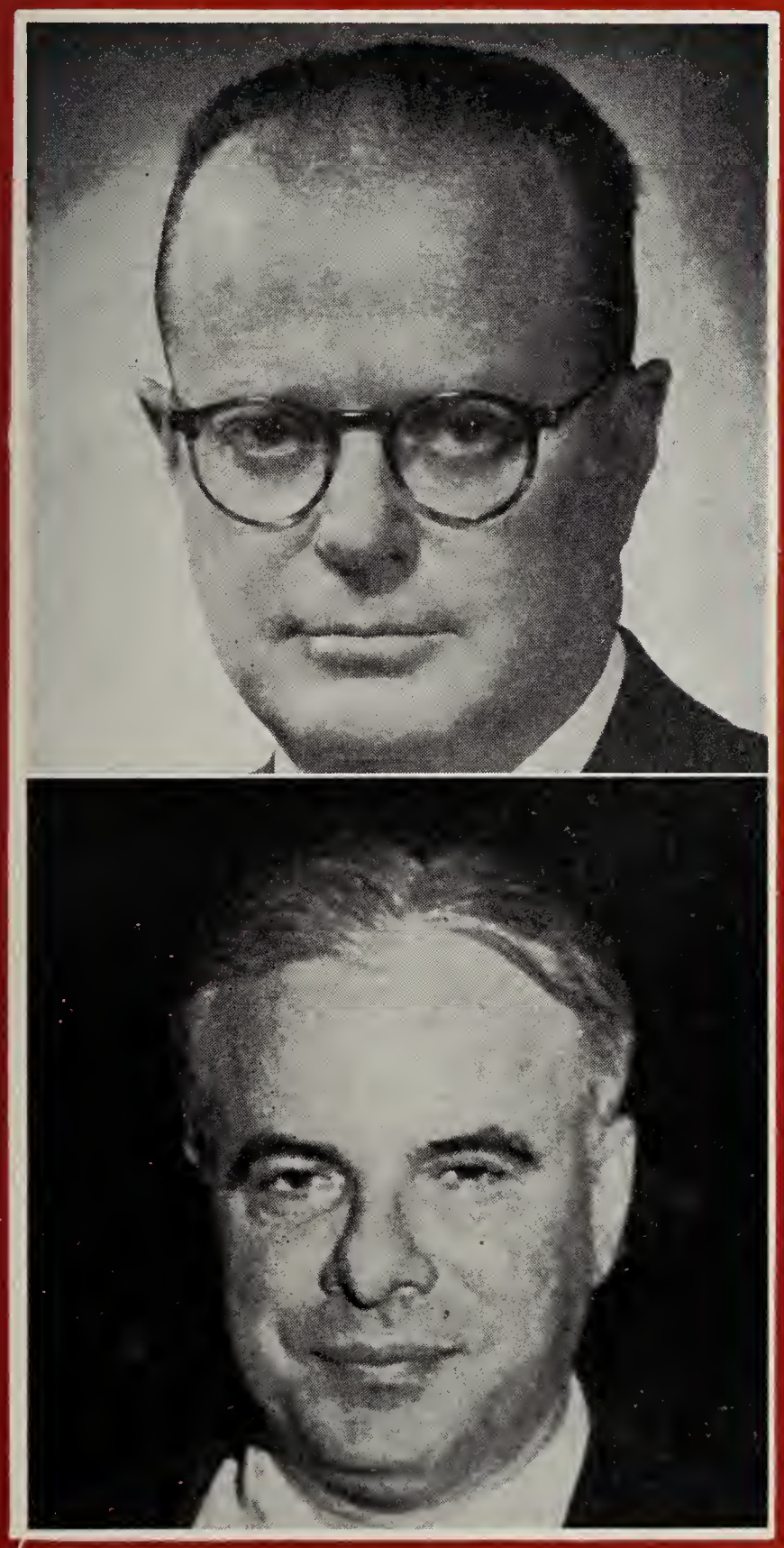
thi
U

CASH IN ON THIS TERRIFIC BALLYHOO...*AND BOOK IT NOW!*

MOTION PICTURE

EXHIBITOR

MARCH 9, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



Ohio Allied Unit Raps High Rentals

(page 7)

"A Man With His Hat In His Hand"

(editorial)

AND FEATURING: EXTRA PROFITS

George Weltner, top, took over as Paramount's world-wide sales and distribution head following the recent resignation of veteran A. W. Schwalberg, bottom.



ABOVE: Beautiful full-color portrait of Leslie Caron by famed artist Jon Whitcomb for posters, lobbies, ads.



The BIGGEST SHOW of the Season chosen by the Music Hall for Easter.

A HAPPY PICTURE FOR EASTER!

The fastest-booking holiday attraction is M-G-M's "THE GLASS SLIPPER" because it's got everything a theatre could ask for in an Easter show. A wonderful love story, a magnificent spectacle, a wealth of music, fun, dancing—all in radiant Color.

EXTRA! Free! Special Color Teaser Trailer For Your Easter Booking!



M-G-M
proudly presents

The Glass Slipper

Starring the "Lili" girl, and it is predicted her new picture will be on the 10-Best lists, too!

LESLIE CARON
MICHAEL WILDING

with

KEENAN WYNN • ESTELLE WINWOOD
ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT
Featuring BALLET de PARIS • Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPF

(Available in Perspecta Stereophonic or 1-Channel Sound)

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH 9, 1955
VOLUME 53 NUMBER 19

A MAN WITH HIS HAT IN HIS HAND

WHETHER YOU LIKE IT OR NOT, and as a theatreman myself, I don't, the prestige and position of the theatreman in this industry has hit a new low during the last five or ten years.

Through all previous history, since the days of the nickelodeon, there were many productions annually competing for the available playing time in our theatres. During the national depression starting in '28, and again during the industry depression starting in '46, their quality may not have been very high but their volume was there, so that a theatreman needed judgment, experience, and knowledge of the tastes of his particular clientele in order to choose the kind of entertainment they would buy. The accent was on the maximum millions of admissions per week, whether through new features, reissues, doubles, dishes, or bank night; and it was the theatreman's job to keep the industry healthy by exercising every wile of exploitation, advertising, ballyhoo stunt and publicity trick, in order to get those millions in and bring them back for more. In the grassroots across the nation, earnest and capable showmen were a part of the American scene; and they resisted all efforts to increase admission prices, so that their friends and neighbors, the American public, got a heaping amusement value for their dollar that had never been equalled.

During those days, distribution, which is not really a separate part of this industry at all, but only the sales department of production, did its level best to sell and service theatremen, but didn't question the latter's better knowledge of theatre operation generally, and of their own clientele particularly. If a star was not understood or liked by a particular local nationality group, the theatreman was allowed to pass up his picture even under block booking. If a theatreman knew that in his area a certain type of picture would do one good week and then die, it was taken for granted that he wasn't passing up revenue; and he wasn't forced to play it two weeks in order to get it at all. Sales forces in every branch territory were large enough to call on all theatres regularly, even the $7.50 accounts, and trade papers carried more than double today's total pages of advertising, keeping theatremen advised about current grosses and stimulating their interest in individual picture possibilities.

There was merchandising in those days! And there was showmanship! There were cut-outs on top of the marquee, and painted signs, and A-wagons carrying 24-sheet boards down the main stem. Theatremen prepared their own advertising to produce the best results on their patronage, predicated on the policies of their newspapers and the aggressiveness of their competition. Press books were conceded to be the producer's effort to help and suggest, but their ads weren't shoved down the throat of the theatreman as the ones he must use or else. There was thinking at the theatre level and year-round gross admissions ran 90,000,000 per week. The industry prospered and the American public benefited.

There was even a cameraderie, goodwill, and an understanding of mutual problems that showed itself best when the international monetary situation cut down the producers' foreign market income. Explained through their several organizations, the theatremen of America kicked in voluntarily with higher film rentals, and gave their best efforts to enable producers to weather the storm.

But in the last five or 10 years, and seemingly speeded by the divorcement of theatres from production, there has come a dramatic change.

The theatreman today is nothing more or less than the not-very-respected owner of some rather expensive one-purpose real estate on the main stems of America. Because it is one-purpose real estate, he has no alternative but to close up and lose his entire investment if he can't procure the only merchandise he is equipped to sell, namely motion pictures. With no theatres of their own to service or maintain, the same seven producers who in 1945, under wartime scarcities and restrictions, produced 225 features, in the first three months of 1955 are producing at the annual rate of 160 features. Through those same 10 years, and thanks to drive-ins, the total number of theatres has not changed. So, with 29 percent less features, it is simple arithmetic that the squeeze is on.

With his investment at stake, and possibly the future of himself and his family, the honest theatreman has no alternative than to accept the dictates of the producer's distributor and hope that some small spark of human decency and human kindness, at either the local branch

(Continued on page 8)

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanual Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manaaer; George Nonamaker, Mel Konecoff, Al Erlick, associate editors. Subscriptions: Any one of six sectional editions (NEW ENGLAND, NEW YORK STATE, PHILADELPHIA-WASHINGTON, SOUTHERN, MIDEAST, or MIDWEST-WESTERN) and the INTERNATIONAL edition; $2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues); The GENERAL edition containing all local news forms from all editions: $7.50 per year (52 issues) and outside of the United States, Canada, and Pan-American countries, $15 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

AVAILABLE FREE IN 30 x 40 SIZE FOR YOU

We are proud

to announce tha

this theatre

will bring you all t

great best-sellers

CINEMASCOP

UNTAMED

The View From Pompey's Head

A Man Called Peter

THE KING AND I

DADDY LONG LEGS

Katherine

SOLDIER OF FORTUNE

CAN-CAN

* Contact 20th Century-Fox Advertising Dept., 444 W. 56 St., N.Y. 19, N.Y.

BBY! *

Good Morning, Miss Dove

LORD VANITY

THE RAINS CAME

The Left Hand of God

SEVEN CITIES OF GOLD

A Many-Splendored Thing

se

The Day the Century Ended

TIGRERO!

n

he Greatest Story Ever Told

VIOLENT SA

in the Red Velvet Swing

ANASTASIA

The Sixth of June

THE SEVEN-YEAR ITCH

LL MEN

Watch for
all these wonderful
attractions from
20th
CENTURY-FOX!



CAN NEWS

(Trade Headlines Of The Issue)

Corporate

The Schine defense rests its case in Buffalo contempt trial over monopolistic practices (page 10).

Distribution

George Weltner is named to head Paramount sales and distribution world-wide organization following resignation of A. W. Schwalberg (page 12).

Exhibition

Lloyd T. Binford, Memphis censorship octogenarian, ignores protest of Civil Liberties Union over banning of Columbia's "Bamboo Prison" (page 12).

Edward L. Hyman, AB-PT vice-president, sees art films as attendance booster for midweek lull (page 14).

International

Data on theatre fires in Canada over the past decade shows a loss of over $2,000,000, and Variety Village, charity of Variety Tent 28, holds a graduation ceremony (page 10).

Legal

Fox West Coast Theatres Corporation and National Theatres are ordered by federal judge to open their books for Samuel Goldwyn in a precedent setting action (page 7).

Polaroid patents are upheld (page 10).

Legislative

The federal government shows interest in MPE's editorial concerning monopoly in communications field (page 8).

Abe Stark, New York City Council president, speaks against toll-TV (page 13).

Mel Konecoff

The Association of Theatre Screen Advertising Companies is host at a luncheon addressed by Albert Sindlinger, research analyst, and other metropolitan happenings are briefly covered (page 6).

Organizations

Independent Theatre Owners of Ohio convene in Columbus, call film shortage deliberate, and Rube Shor, National Allied president, sees government regulation a necessity (page 7).

New England Allied unit sees toll-TV as exhibition's top problem (page 7).

Dick Dickson, general manager, UA Theatre Circuit, is named to head the 19th annual International Variety Club convention in Los Angeles (page 12).

Production

20th-Fox executives meet to discuss new TV production subsidiary (page 12).



Robert S. Benjamin, chairman of the board, United Artists, announced recently that the company had acquired Charles Chaplin's 25 per cent interest in UA. The sole stockholders are now Mary Pickford, who owns 33⅓ per cent, and the Benjamin-Krim management group, which owns the balance.

NEW YORK
By Mel Konecoff

THE ASSOCIATION of Theatre Screen Advertising Companies hosted a luncheon last week for the press and other interested parties at the Hotel Astor, mainly, we guess, to tell you 16,000 theatres that run screen ads all about reaction of the average patron to the ads as seen through the eyes, ears, and statistics of a survey conducted by Sindlinger and Company, analysts. Or perhaps it was to give the information to the other 3,000 theatres that don't run theatre ads.



KONECOFF

Incidentally, the 16,000 houses split a profit melon of about 10 million dollars, with 90 per cent of this going to 10,000 houses and the balance being split among the remaining 6,000 "fringe" theatres. The money is net income, and nothing has to be taken off for expenses.

Albert Sindlinger was on hand to break down some of the results of a 10-month survey conducted in five test cities in different parts of the country, Belleville, Kans.; Bonham, Tex.; Bucyrus, O.; Waterville, Me.; and Fayetteville, N. C. In all, 6,651 interviews were conducted.

Conclusions reached were 10 per cent of audiences objected to screen advertising, with these being infrequent moviegoers and in the higher income brackets; TV set owners had a higher recall of theatre screen advertising sponsors and products than non-set owners, with TV and its commercials enhancing the impact value of theatre screen advertising; females had a slightly higher recall of theatre screen ads than did males; etc.

TV reception in all cities except Waterville, Me., was poor, and reception in the exception was fair. Other things noted by Sindlinger were preferences of audiences for either the drive-in or the conventional theatre, with 46 to 65 per cent preferring the conventional house. The reasons given were the drive-in lets out too late; better vision; air conditioned; better shows; more comfortable; you feel as thought you are out and part of an audience. The drive-in preferences had it that you can take the children; don't have to dress; cooler outside, can talk, smoke, etc.; better for a date; more personal comfort.

Claude Lee, eastern sales manager, Motion Picture Advertising Service Company, was toastmaster, while at the head table were W. H. Hendren, Jr., president, United Film Service; Carl J. Mabry, president, Motion Picture Advertising Service; Don Alexander, Jr., vice-president, Alexander Film Company; Sindlinger; Ted Cauger, vice-president, A. V. Cauger Service; Ray Jeffries, Reid Ray Film Industries; K. D. Clark, assistant to the president, Alexander Film Company.

THE METROPOLITAN SCENE: 262,000 attendees have seen the film "Aida" during its 15 weeks at the Little Carnegie, which incidentally, is claimed as a record for the house as to length of run and attendance. . . . "Marty" is being screened for stars of the stage in off-theatre hours. . . . For the opening of "Untamed" at the Roxy, a fabulous jewel collection of rare diamonds will be put on display in the lobby with an armed guard in evidence practically all the time. In addition, patrons will get a chance to own a free diamond by drawing from a huge drum filled with zircons and diamonds. An expert will be on hand to tell the holder whether his selection is valueless or not. . . . Good pressbook is out on "Man Without A Star."

BROADWAY GROSSES

(As of this Monday)

Business Spotty

NEW YORK—Business in the Broadway first runs is reflected in the breakdown reaching MOTION PICTURE EXHIBITOR from usually reliable sources, as follows:

"Battle Cry" (Warners). Paramount expected the fifth week to hit $551,000.

"Three For The Show" (Columbia). Roxy claimed the second and last week would reach $22,000.

"Hit The Deck" (MGM). Radio City Music Hall, with stage show, was heading toward a $130,000 opening week.

"The Country Girl" (Paramount). Criterion did $25,000 on the 12th week.

"Bad Day At Black Rock" (MGM). Rivoli claimed the fifth week would reach $13,500.

"The Far Country" (U-I). Globe anticipated the fourth week at $9,000.

"Underwater" (RKO). Mayfair expected the fourth week to garner $13,000.

"20,000 Leagues Under The Sea" (Buena Vista-Disney). Astor claimed $16,000 for the 11th and last week.

"New York Confidential" (Warners). Victoria dropped to $16,000 on the third week.

"Sign Of The Pagan" (U-I). Loew's State was down to $11,000 on the fourth and last week.

"The Long Gray Line" (Columbia). Capitol reported $40,000 for the fourth week.

High Rentals, Toll-TV Hit By Ohio Exhibs

Allied Unit Calls Film Shortage "Deliberate"; Shor Sees Government Regulation As Necessary

COLUMBUS, O.—Existence of all theatres is threatened by toll television, and many small-town houses face extinction because of high film rentals, said Horace Adams, president, Independent Theatre Owners of Ohio, at the state convention in Columbus last week.

Adams, who was re-elected president of the Ohio theatremen's association, called upon all theatre owners to contribute to exhibition's anti-toll-TV campaign fund. He said the plight of many "grass roots" theatres, caused by "excessive" rentals, was one of the reasons why Allied "felt it absolutely necessary to go to the government for relief."

Adams charged that the film shortage is "deliberate." He also called upon film distributors to have established sales policies that are transmitted to branch managers.

Rube Shor, Cincinnati, newly-elected National Allied president, said that while he does not like government intervention, "We cannot stay in business without something happening at once." Shor said there are three distributing companies "which have taken a realistic view of the plight of exhibitors." He added that Allied realizes that all elements of the industry must remain healthy and that "you can't have healthy exhibition and sick distribution." Shor appointed Adams regional vice-president of National Allied.

Eidophor, the color theatre television system developed by 20th-Fox, will be available to theatres within one year, predicted Glenn Norris, eastern sales manager, 20th-Fox. Norris, in answer to questions from delegates, said that his company is willing to make any film rental deals acceptable to exhibitors providing that such deals give a fair return to the distributor. He also said that higher rentals asked for CinemaScope features are justified by generally higher grosses. "There's no problem that can't be solved if we sell enough tickets," said Norris.

New projection methods and the various wide-screen systems were reviewed by Merlin Lewis, executive secretary, Theatre Equipment and Supply. Mrs. Max Williams, Detroit, president, National Film Council, told delegates that "movies are a legitimate business run by experts" and offered the help of her organization in their problems.

Resolutions opposing censorship and toll television were approved by the convention. Censorship was called "pernicious and unconstitutional."

In addition to reelecting Horace Adams president, delegates elected the following slate of officers and board of directors, F. W. Huss, Jr., Cincinnati, first vice-president; Peter Wellman, Girard, second vice-president; Charles Sugarman, Columbus, treasurer; and Robert Wile, Columbus, secretary. Board members are Park Belden, Akron; Louis F. Eick, Martins Ferry; Marshall Fine, Cleveland; Marvin Frankel, Elyria; Henry Greenberger, Cleveland; J. Real Neth, Columbus; C. F. Pfister, Troy; Hoy L. Russell, Millersburg; Martin G. Smith, Toledo; Chris Velas, Bellaire; Walter Burget, Van Wert; Roy E. Wells, Dayton; and Louis Wiethe, Cincinnati.

Scrolls honoring National Screen Service and ITOO were presented to Burton Robbins, manager, NSS Cincinnati office, and to Horace Adams, president, ITOO, at the convention banquet at the Deshler-Hilton. Presentation was made by Lieutenant Governor John W. Brown of Ohio. The scrolls paid tribute to the cooperation of the two organizations in distributing highway safety trailers to several hundred Ohio theatres.

Abram F. Myers, Allied general counsel, was banquet toastmaster. He replaced Maurice Bergman, eastern studio representative, Universal-International, who was unable to accept an invitation to the banquet.

About 400 showmen attended the MGM Ticket Selling Workshop held as part of the convention program. Importance of special children's shows and special events was stressed by Jack Bruno, Cooper Foundation Theatres, Pueblo, Colo., in the Workshop sessions. He suggested a slogan, "Go to the movies . . . where happiness costs so little."

Mike L. Simons, director of customer relations for MGM, was in charge of the Workshop. Panelists, in addition to Bruno, included Emery Austin, MGM exploitation director; Ivan Anderson, Liberty, North Wilkesboro, N. C.; Conrad Brady, Interstate Theatres, Houston, Tex.; J. W. Gaylard, Troy Drive-in, Troy, Ala.; Nate Milder, sales director, WHIZ-TV, Zanesville, O.; and Jack Lake, advertising manager, Eagle-Gazette, Lancaster, O.

Alden Brinham, Weslin, Massillon, O., won the door prize, a briefcase.

Toll-TV Top Problem, New England Exhibs Say

BOSTON—Independent Exhibitors, Inc., of New England, a unit of National Allied, decided at their annual meeting last week that the threat of toll-TV was their most pressing problem.

The most effective way of meeting this problem, declared newly elected President Edward Lider, is to give money to support the national fight, but he indicated that his organization will make every effort on the local level to get out a large exhibitor attendance at the anti-toll-TV mass meeting scheduled for March 16, in the Bradford. Money spent on fighting toll-TV, he added, can be regarded as an investment in the future of exhibition.

In addition to Lider, other officers elected at the meeting were Albert Lourie, secretary; Melvin B. Safner, first vice-president; Lloyd Clark, second vice-president; Julian Rifkin, secretary; Nathan Yamins, national delegate; Norman C. Glassman, board chairman; and an executive committee composed of W. Leslie Bendsley, Roy Burroughs, Edwin Fideli, Henry Gaudet, Leonard Goldberg, Arthur Howard, Winthrop Knox, Frank T. Lepage, Walter E. Mitchell, Daniel J. Murphy, Samuel Resnick, Theodore Rosenblat, Andrew Tegu, and Robert Viano.

Circuits Must Open Books For Goldwyn

HOLLYWOOD—Federal Judge Michael J. Roche, last week ordered Fox West Coast Theatres Corporation and National Theatres, Inc., to open their books and accounts to be inspected by Samuel Goldwyn in a $6,750,000 anti-trust suit against FWC and McNeil and Naify Circuits.

The precedent setting decisions ordered FWC to make available to Goldwyn all records, including corporate income tax records, for the period from 1937 to 1950, showing actual house expenses for each theatre in the circuit for comparison with expenses, claimed by Goldwyn to be fictitious, charged against pictures in computing film rentals in sliding scale deals.

FWC attorney Arthur J. Dunne objected to this decision, claiming that the figures used in film deals as house expenses were negotiated, but this was overruled by Judge Roche as grounds for keeping the figures secret. This is the first time that a theatre circuit has been forced to disclose actual operating expenses. The court granted the motion of Joseph Alioto, Goldwyn counsel, to require FWC to open its competitive bidding records, its profits on real estate operation and candy sales for inspection by Goldwyn.

Judge Roche refused decision of a motion for a separate trial against McNeil and Naify, who contended that trial together with FWC would prejudice their interests. Goldwyn counsel opposed the motion, claiming that McNeil and Naify were co-conspirators with FWC and should be tried together.

March 18 was set for the date of the next hearing.

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GOVERNMENT SHOWS INTEREST . . .

Dear Sir:

As you probably are aware, the Senate Interstate and Foreign Commerce Committee instituted a study and inquiry into the so-called UHF-VHF problem as well as the need for network regulation in September of 1954. Two reports have been prepared by special counsels as a result of that study. One, the so-called Plotkin memorandum was released last week and another, the Jones memorandum, will become available this week. I am enclosing for your information a copy of the Plotkin memorandum and will forward a copy of the Jones memorandum to you as soon as it becomes available. I have requested the Federal Communications Commission and the Department of Justice to make a preliminary report to me within 30 days on the various recommendations set forth in the Plotkin memo. I propose to proceed with open hearings in the early part of March at which time the FCC will be the first witness. The Committee plans to continue its study and inquiry into the entire broadcast field.

Sincerely yours,
WARREN G. MAGNUSON, USS
Washington
Chairman

Dear Sir:

This is in reply to your letter of Feb. 15, addressed to the Attorney General, in which you call to our attention the possibility that corporations owning newspapers and radio and television broadcasting companies are producing "a monopoly of public information." The Department of Justice is directly concerned with the problem that you mention. The recent verdict of guilty by the jury in the Government's antitrust action against the Kansas City Star Company highlights the problem. You may be assured that this Department will continue to scrutinize this situation carefully and, consistent with manpower and funds available, prosecute violations that are found to exist.

Sincerely yours,
STANLEY N. BARNES
Assistant Attorney General
Washington

Dear Sir:

This will acknowledge your letter of Feb. 15, 1955, expressing your views with respect to newspaper ownership and interest in radio and television. You inclose various attachments on this matter. Your interest in making your views on this matter known to the Commission and in forwarding the enclosed material is appreciated.

Sincerely yours,
GEORGE C. MCCONNAUGHEY, Chairman
Federal Communications Commission
Washington.

Dear Sir:

Thanks for your letter concerning the forthcoming investigation of possible monopoly in the radio and television industries. I appreciate your sending me the attached copy of the MOTION PICTURE EXHIBITOR and will study this with interest in connection with the investigation.

Sincerely yours,
PRICE DANIEL
Texas

EDITOR'S NOTE:

The following replies were received from Senators, the FCC chairman, and the Justice Department concerning MPE's editorial (Feb. 9) "Right Suit . . . Wrong Customer."

Dear Sir:

This will acknowledge receipt of your recent letter in which you refer to the study and inquiry into the entire broadcast field that is to be conducted by the Senate Interstate and Foreign Commerce Committee. As you are aware, the Committee instituted this inquiry in September of 1954 and recently two reports prepared by special counsels have been released. I'm enclosing copies for your information. These reports have been submitted to the Federal Communications Commission and the Department of Justice for comments and the Committee plans to conduct open hearings sometime in March. It is expected that the FCC will be the first witness. I appreciate your thoughtfulness in forwarding the enclosure to me, and I assure you that I will read it with a great deal of interest.

Sincerely yours,
JOHN O. PASTORE, USS
Rhode Island

Dear Sir:

This will acknowledge and thank you for your letter of recent date, and the enclosure, with respect to an investigation by the Committee on Interstate and Foreign Commerce of possible monopoly in the broadcasting industry, etc. I appreciate your interest in writing me about this matter, and am glad to have your comments. I am bringing your letter and the enclosure to the attention of the Chairman of the Committee so that he may be advised of your interest in this subject.

Sincerely yours,
GEORGE SMATHERS, USS
Florida.

Dear Sir:

This is to acknowledge and thank you for your letter of Feb. 15, forwarding information concerning the possibility of monopoly in the television and radio broadcasting industry. As a member of the Senate Committee on Interstate and Foreign Commerce, I am interested in all matters affecting our communication industry. You may be certain that I appreciate very much the information which you have forwarded on this matter.

Sincerely yours,
FREDERICK G. PAYNE, USS
Maine

Dear Sir:

The concentration in ownership of broadcasting facilities is certainly an important aspect of our inquiry into the television industry. When the public hearings on this matter get underway, I am sure that the question of ownership will receive a great deal of consideration.

I appreciate your bringing the views of your industry to my attention.

Sincerely yours,
JOHN W. BRICKER
United States Senate
Ohio

EDITORIAL

(*Continued from page 3*)

or national level, will permit him enough profit to face another day. The dishonest theatreman, or the one whom desperation has forced to adopt dishonest methods, has the second alternative of under-reporting his gross on the chance that, if caught, he will be able to make an advantageous settlement. As a matter of interest, the very fact that such settlements are proposed and accepted in a majority of cases, seems to best prove that most producers' distributors are conscious that their own hands are not clean enough to stand court inspection.

But, in either event and under either code, the average theatreman of today does not control his own business. By various devices and sales techniques, his views on percentage terms, length of run, preferred time, advertising and admission prices, rank somewhere near those of the circuit house managers of old; although the circuit house manager of old would have been given a little more credit by his home office for knowing his town.

As the ownership and/or management for five roofed and two drive-in theatres myself, this is an admission, and not something I am the least bit proud to admit. Among my personal relationships, I have heard similar admissions from men who have even greater financial holdings, and who have occupied prominent positions in exhibition for even more years. Gentlemen, the average theatreman of today is *a man with his hat in his hand, accepting what he is allowed to keep,* while our brothers of production make their largest profits in history on 29 percent less than their former production capacity.

Possibly, instead of an all-industry meeting, we theatremen should bring our hats and heads *to one big meeting of theatremen only,* and reach some decisions of our own.

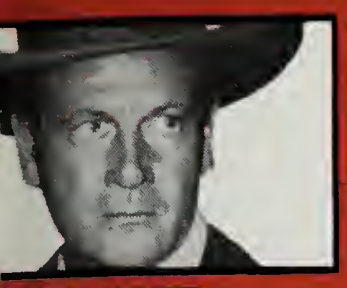
Jay Emanuel

More Variety Judges Named

LOS ANGELES—Pete Harrison, Harrison's Reports; Morton Sunshine, Independent Film Journal; Mo Wax, Film Bulletin; and T. E. Mortensen, Greater Amusements, were selected last week to serve as members of the Charity Citation Board of Judges for Variety Clubs International convention here, May 4 to 7, 1955. The above, in addition to judges announced previously, bring the total number to 13.

A GREAT WESTERN

in the tradition of "Red River" and "High Noon"



STRANGER
wn gave him
rs to live!



WILDCAT
she couldn't
at a man—she
her weapons!



KILLER
who liked to
with lives!



AND BARON
ed the town-
ock and
rrel!



COLONEL
d his cigars
im—and his
done for him!

The public likes its westerns *BIG* these days. Here, to satisfy them, is a *BIG* adventure story—starring a *BIG* boxoffice favorite—with the kind of high pitched excitement that pays off!



LEONARD GOLDSTEIN PRODUCTIONS

PRESENTS

JOEL McCREA

in

STRANGER ON HORSEBACK

NSCO COLOR BY PATHE



CO-STARRING **MIROSLAVA** with KEVIN McCARTHY · JOHN McINTIRE

EMILE MEYER · NANCY GATES · JOHN CARRADINE Screenplay by HERB MEADOW

and DON MARTIN · Story by LOUIS L'AMOUR · Produced by ROBERT GOLDSTEIN

Directed by JACQUES TOURNEUR

thru UA

The International Scene

Canada

Theatre Blazes Cost $2 Million In Decade

TORONTO—Although there were four more fires in theatres in 1953 than in 1952, the losses in the earlier year were almost double.

In 1953, of the 827 fires in Canadian institutional and assembly buildings, 29 were in theatres and these accounted for $107,091 of the $2,908,444 damage total. No theatre had over $50,000 in damage and there was not a single loss of life.

Losses in 1953 were $210,762, with three of the 25 fires in the $505,000-and-over category. In the eight years from 1946, the government reports show that there was a total of 308 theatre fires, causing property loss of $1,766,579. Of these, 12 resulted in destruction of more than $50,000. In 1951 there were 48 theatre fires and a loss of $229,524; in 1950, 29 and $266,438; 1949, 48 and $167,438; 1948, 41 and $459,071 (the record year); 1947, 49 and $151,077; and 1946, 39 and $175,178. Although there are no figures for 1944 and 1945, the average indicates that the damage over a decade totalled over $2,000,000.

An estimate of the fire loss in 1954 puts the loss at something about $150,000, with four major fires and a number of small blazes causing minor damage.

Canadian Comment

A dinner honored the 12 graduates of Variety Village, the school for handicapped children, financed and maintained by Tent 28, Variety Club Toronto; Donald Manners, Kincardine, the 83rd graduate, was valedictorian.

Manners, now employed by Scarboro township, told the large dinner meeting of his battle with infantile paralysis and rheumatic fever when he first started school in his home town in 1941, his fall when he started back to school that broke a leg, and his luck to be chosen to go to Variety Village. Principal J. Arthur Robertson told the gathering that graduates of the school, founded in 1949, will have earned $170,000 by this year. Three graduates have moved on from Toronto and are now established in widely separated parts of the country. Among those at the dinner were Premier Leslie Frost, Mayor Nathan A. Phillips, R. W. Hopper, Ontario Society of Crippled Children; George Hoover, international chief barker of Variety; Edward Emanuel, international secretary; Rabbi Reubin Slonim, and Rev. Ray McCleary.

City Council in Saskatoon has reaffirmed its decision to have two drive-ins located on the city's edge collect amusement taxes from customers. Until Jan. 1, these drive-ins were in a municipality where no amusement tax is collected. This is still the position of a drive-in on the city's outskirts. City Council recently set a license rate of $1.25 per speaker for the two drive-ins now within the city's boundaries, whereas formerly they paid $2 per speaker to the other municipality. One of the reasons for the reduction by the city was that the saving would partly compensate the theatres for their new duty of collecting the 10 per cent tax.



Twelve handicapped boys with a hope for the future recently received their graduation diplomas from Variety Village at a dinner held in the Royal York Hotel, Toronto, Canada. Seen, back row, left to right, are George Hoover, Miami, Fla., international chief barker; Prime Minister of Ontario, the Honorable Leslie Frost, Q. C.; and Harry S. Mandell, chief barker, Toronto Variety Club, Tent 28. Seated is Donald Manners, Kincardine, Ontario, who was valedictorian of the graduating class.

CINE CHATTER: Canadian premiere of "The Silver Chalice" was held at the Capitol, Brantford, the city where author Thomas Costain was born. Manager Bill Burke arranged complete coverage by press, radio, and TV . . . Twelve Famous Players houses in Toronto are participating in a Popcorn Week designed to point up the nutritional value of popcorn. Four prizes supplied by Jack Fitzgibbons and Sid Spiegel will be awarded for the best displays and actual sales. . . . Winnipeg Canadian Picture Pioneers have donated $600 to the Pioneers Benevolent Fund. . . . Latest house to close down is the Esquire, Toronto. . . . Marvin Freedman has become Ontario sales rep for the Cardinal division of JARO. . . . St. John exhibitors and distributors bade farewell to Duncan H. McDonald who for the past two years has been the Maritime's branch manager of General Theatre Supply Company. He has since moved to take over the supervision of General Theatre Supply Company's Montreal office. . . . The Canadian Writers' Foundation elected Dr. A. W. Trueman, government film commissioner, as its 1955 president. A director is Leonard W. Brockington, president, J. Arthur Rank's Canadian companies. . . . Mrs. Rose Smith, cashier, York, Toronto, unit of B and F Theatres, screamed, rang the alarm, and fled from the boxoffice when two bandits ordered her to hand over the money. They fled after Mrs. Smith's ejaculations. . . . Increased rowdyism and vandalism are compelling Moosejaw theatre managers to consider the possibility of doing away with student admission cards. . . . Robert J. M. Romney died at his home in Saint John, N.B. He was one-time manager, old Vitagraph office.

—HARRY ALLEN, JR.

Schine Defense Rests In Contempt Trial

BUFFALO—The defense rested its case in the Schine criminal contempt trial last week, following the testimony of the fourth and final defense witness, John A. May, 71, semi-retired controller, Schine Chain Theatres, Inc., and one of the defendants.

Government attorney Joseph E. McDowell said that he expects to put four or five rebuttal witnesses on the stand. May, who said he had been in practical retirement since May, 1952, testified concerning the so-called Fostoria (Ohio) pool. The pool, which was ordered dissolved in Judge Knight's 1949 decree, consisted of Schine's Civic and Roxy, and the State, owned by the State Theatre Company.

It was charged that the pool was continued by substituting Darnell, Inc., alleged instrumentality of Schine, for the Schine Circuit in the ownership of the Civic and Roxy and in the conduct of a pooling arrangement under which they were operated with the State.

May testified that he had notified the State owners when the decree was entered that the pool must be dissolved. Negotiations were conducted for the sale of the leases of the Civic and Roxy to the owners of the State, Arthur and Ural Bucks. May said he knew of no plan to sell to Darnell.

Polaroid Patents Upheld

CAMBRIDGE, MASS.—Judge George C. Sweeney, Federal District Court, ruled last week that Polalite viewers infringe Polaroid patents. These Polaroid patents cover the basic polarizing materials used in 3-D movie viewers. One of the patents extends through 1956. A fourth Polaroid patent, covering the after treatment of polarizing material, was held invalid.

The court dismissed the action brought by Marks and Depix against Polaroid. One of the two patents involved on the suit was ruled invalid, and the other was held not infringed by Polaroid. The question of damages will be determined later.

EFFG Plans Discussed

KANSAS CITY—The launching of the planned series of regional meetings designed to increase exhibitor interest and stock participation in the TOA sponsored Exhibitor's Film Financial Group took place here last week with the speech given by John Rowley, TOA vice-president and EFFG vice-president, before the convention of the Kansas-Missouri Theatre Association.

Rowley outlined EFFG plans and explained the need for wide exhibitor support for EFFG.

TOA Blasts Zenith Head

NEW YORK—In a bulletin issued last week urging increased support for the joint committee on toll-TV, TOA rapped Commander Eugene F. McDonald, Zenith president, for his statement, quoted in Newsweek magazine, that "the only thing they (theatre owners) create is popcorn. They change it from yellow kernels to white."

The bulletin pointed out the large investment of exhibition in physical plants.

IT *BLASTS* THE SCREEN WITH MORE *VIOLENCE* THAN SUCH MILESTONES AS

"LITTLE CAESAR"

"PUBLIC ENEMY"

"THE KILLERS"

"BRUTE FORCE"



GET READY FOR

A HOLDOUT WITH

CRASHOUT



Starring

WILLIAM **BENDIX** · ARTHUR **KENNEDY** · LUTHER **ADLER** · WILLIAM **TALMAN**

GENE **EVANS** · MARSHALL **THOMPSON** · also starring BEVERLY **MICHAELS**

with GLORIA TALBOT
ADAM WILLIAMS

Produced by HAL E. CHESTER · Directed by LEWIS R. FOSTER · Presented by IRVING H. LEVIN

Screenplay by Hal E. Chester and Lewis R. Foster

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Distributed by FILMAKERS

Coming!

"MAD AT THE WORLD"

The startling truth about teen-age crime...*starring*

FRANK LOVEJOY · KEEFE BRASSELLE · CATHY O'DONNELL · KAREN SHARPE

Weltner Named Head, Paramount World-Wide Sales Organization

NEW YORK—Appointment of George Weltner as head of a single world-wide Paramount sales and distribution organization covering both the domestic and foreign fields was announced last week by Barney Balaban, president, Paramount. Weltner, who has been associated with Paramount for the past 32 years, has been since 1945 president, Paramount International Films, Inc., the company's foreign subsidiary.

Naming of Weltner to head the domestic in addition to the foreign sales and distribution organizations following the resignation of A. W. Schwalberg is, according to Balaban, in line with Paramount's firm conviction that the entire world must today be considered and treated as a single entity.

Balaban asserted, "In this era of speed-up of communications and the world-wide similarity of motion picture appeal, our industry has truly become a 'one-world' organization. Mr. Weltner's outstanding record in the organization and administration of the foreign operations of our company has put Paramount Pictures in a most enviable position. As a member of the board of directors of Paramount Pictures Corporation, he has maintained a sound working knowledge of the company's over-all program, and has been for many years a valued member of Paramount's policy-making and executive cabinet. It is a particular source of gratification that we have found in our own Paramount organization as well-qualified an executive as Mr. Weltner to head our world-wide sales and distribution organizations."



George Weltner, right, newly appointed head of a single world-wide Paramount sales and distribution organization covering both the domestic and foreign fields, is seen being congratulated by Barney Balaban, president, Paramount.

Binford Ignores ACLU Wire

MEMPHIS—Lloyd T. Binford, chairman, Memphis and Shelby County Censor Board, announced last week that he would ignore the wire sent by the American Civil Liberties Union protesting the banning of Columbia's "The Bamboo Prison."

"If the studio doesn't like the ban," said Binford, "they can appeal it to the courts." The wire was signed by Elmer Rice, chairman, ACLU National Council on Freedom.

Dickson Named VC Meet Head

LOS ANGELES—A cross section of Southland theatre and distribution executives and owners was named last week to put into high gear extensive plans for the 19th annual International Variety Clubs convention slated for May 4.

Some 1,200 delegates and their wives from Variety Club chapters throughout the United States and six foreign nations are expected to attend the four-day conclave at the Ambassador Hotel. Dick Dickson, general manager, United Artists Theatre Circuit, will be executive director and convention coordinator, it was stated by Ezra Stern, chief barker, Southern California club, which will serve as convention host. Norman Manning will be his assistant.

Committee chairmen functioning with Dickson will be Al Hanson, finance; W. H. (Bud) Lollier, registration; John E. Lavery, transportation; Fred Stein, journal; Morton Scott, tours and greeting; Robert Brilliant, souvenirs; Edwin F. Zabel, Steve Broidy, and Willard W. Keith, banquet; Stern, heart award; Bernie Wolf, decorations; O. N. Srere, ladies' activities; M. J. E. McCarthy, publicity; W. C. Ricord, service; and Ben Ashe, lighting, sound.

This Was The Week When.....

Samuel Goldwyn announced that "Guys And Dolls" will be filmed in CinemaScope. . . . Allied Artists declared a quarterly dividend of 13¾ cents on the 5½ per cent cumulative convertible preferred, payable March 15 to holders of record March 4. . . . Fifty Schine Circuit theatres had a circuit-wide pre-release world premiere of "Ma And Pa Kettle At Waikiki." . . . U-I announced a record high of employment with 2,238 on the payroll. . . . English import, "The Naked Heart," premiered at the 55th Street Playhouse, New York. . . . The American premiere of Alec Guiness' Technicolor comedy, "To Paris With Love," was set for March 28, at the Fine Arts, New York.

"Hansel And Gretel" was named best children's picture of the year by the Daughters of the American Revolution. . . . UA's "The Purple Plain" was set for the next attraction at the Capitol, following "The Long Gray Line." . . . English produced "Three Cases Of Murder" was booked for its American premiere at the Plaza, New York, following the run of "The Stranger's Hand." . . . The American premiere of Japan's "The Imposter" was set for the 55th Street Playhouse following the run of "The Naked Heart." . . . 20th-Fox's "A Man Called Peter" was named the Picture of the Month by the Protestant Motion Picture Council. . . . Walt Disney's "Davy Crockett" was set to be released theatrically, the first time any motion picture production has started on television and then been shown as a major release.

20th-Fox Execs Meet On TV Productions

HOLLYWOOD—The first of a series of meetings of 20th-Fox executives last week discussed plans for future productions to be made for television by TCF Productions, new subsidiary of 20th-Fox.

Chief on the list discussed were 30 to 60 minute programs, and spectaculars where sponsors wish two hour shows, but it was also planned to place special emphasis on shows for children and subjects utilizing international backgrounds. The studio plans to create a host of new personalities, as well as using those already well known.

Further meetings will discuss the operation of the TV company with Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, and executives of the American Broadcasting TV network.

Called by 20th-Fox President Spyros P. Skouras, the meeting was attended by Sig Rogell, TCF production head; Al Lichtman, director of distribution; Joseph H. Moskowitz, vice-president and eastern studio representative; Charles Einfield, vice-president; Donald Henderson, treasurer and secretary; and Martin Michel, TV and radio director.

About People

NEW YORK—Walter Lowendahl, vice-president, Transfilm, Inc., has been elected president, Film Producers Association of New York. He succeeds David Pincus, president, Caravel Films. Other officials elected are Harold Wondsel, vice-president; Herbert Kerkow, secretary; and Edward Lamm, treasurer. Elected to the board are Henry Strauss, Peter Mooney, Jack Hendeson, David Pincus, and Robert Lawrence. The FPA approved the producer-SAG 1955 codified contract for filmed commercials. It had already been approved by the negotiating committee of SAG, and is now in the process of being signed.

NEW YORK—The National Film Board of Canada last week announced the appointment of John Duerkop as its senior United States representative. Duerkop will head the NFB's New York office, replacing Thomas L. Johnston, who goes to Ottawa as chief, information and promotion division. Duerkop formerly was in charge of the board's Chicago office. He will be replaced in Chicago by W. Dean Smith, Halifax office. Johnston will head up the NFB's publicity, advertising, and promotion operations, replacing Stanley Helleur, who has left the board to return to The Toronto Telegram.

NEW YORK—Henry J. Zittau has joined Associated Artists Productions as vice-president and treasurer, it was announced last week by Eliot Hyman, president, AAP. He assumes his new post immediately. Zittau has resigned as treasurer, Western Television Company and Motion Pictures For Television. His new association with AAP is a resumption of his close working relationship with Hyman who, prior to the launching of AAP, was also prominently identified with MPTV.

In The Newsreels

IN ALL FIVE:

Germany: Bonn Government votes on re-arming. Iron Mountain, Mich.: U.S. ski team for Olympics selected.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 20) Panama: Vice-president Nixon visits. France: New Premier Faure. England: Queen of Iran at London fashion display. New York: 11-year-old singer arrives from Italy. Washington: President Eisenhower in Red Cross appeal. Germany: Handicapped aces show ski artistry. Germany: Youngsters give ski jumping a go.

NEWS OF THE DAY (Vol. XXVI, No. 254) England: Disarmament parley in London. Yucca Flat, Nev.: New A-blast tests. Cuba: Batista inaugurated. England: Queen of Iran at London fashion display. Washington: President Eisenhower in Red Cross appeal. Hialeah, Fla.: The Flamingo Stakes.

PARAMOUNT NEWS (Vol. 57) Panama: Vice-president Nixon visits. Washington: President Eisenhower in Red Cross appeal. Newton, Mass.: Tenley Albright welcomed home after winning her second world's figure skating championship in Switzerland. California: The Santa Anita Handicap. Hialeah, Fla.: The Flamingo Stakes.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 652) Bremerton, Wash.: "Big Mo" in mothballs. Kings Point, N. Y.: Merchant Marine graduation. The Bahamas: Princess Margaret in Nassau. Spain: Prince Don Juan Carlos, son of the pretender to the throne. Washington: President Eisenhower in Red Cross appeal. California: The Santa Anita Handicap. Daytona Beach, Fla.: Death ends stock car race.

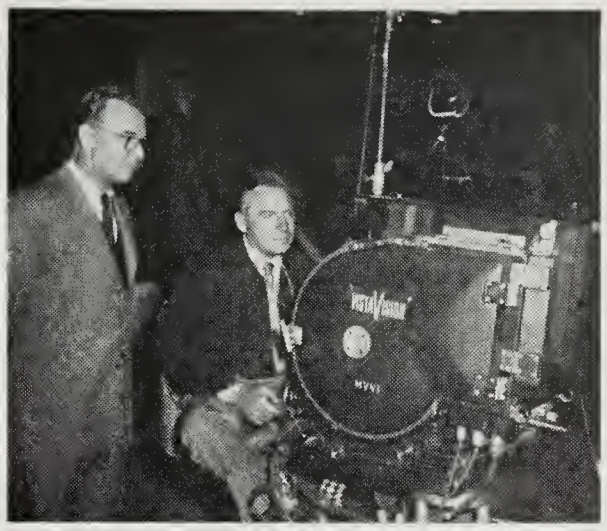
WARNER PATHE NEWS (Vol. 26, No. 59) Bremerton, Wash.: "Big Mo" in mothballs. England: Disarmament parley in London. Red Bank, N. J.: Road robot takes tolls, nabs cheats. Israel: Ben Gurion takes defense post. Cuba: Batista inaugurated. Hollywood, Cal.: Foreign press honors top stars. Australia: Daring drivers tempt death at wheel.

MOVIETONE NEWS (Vol. 38, No. 19) Washington: The President on taxes. Hawaii: Legislature of "49th State" opens. Costa Rica: Vice-president and Mrs. Nixon at San Jose. Italy: Storm smashes port of Genoa. At Sea: U.S. Navy Supply Corps celebrates 160th birthday. Austria: U.S. stars win skating crowns.

NEWS OF THE DAY (Vol. XXVI, No. 253) Washington: The President defends U.N. as world peace forum. Italy: Storm smashes port of Genoa. France: Faure new Premier. Red China: Dalai Lama of Tibet welcomed by Peiping government. Costa Rica: Vice-president and Mrs. Nixon at San Jose. France: New Christian Dior fashions. Austria: U.S. stars win skating crowns. Miami, Fla.: Diving queens.

PARAMOUNT NEWS (No. 56) Washington: The President on taxes. Guatemala, El Salvador and Honduras: Vice-president Nixon on tour. Jamaica: Princess Margaret visits. Bismarck, N. D.: NATO Chief lauds Radio Free Europe. New Orleans, La.: Mardi Gras. New York: Golden Gloves.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 651) Washington: The President on taxes. France: Faure new Premier. Indo-China: Haiphong refugees. France:



Giving impetus to J. Arthur Rank's all-VistaVision production program, Bert Easey, manager, Rank Productions camera department in Pinewood, recently spent several weeks at Paramount conferring with the engineering staff and obtaining full information on new developments of the process. He is seen here getting some camera pointers from Robert Burks, cameraman on the set of Paramount's "The Vagabond King."

New sweater styles. Austria: U.S. stars win skating crowns. Miami, Fla.: Diving queens. New York: Golden Gloves.

WARNER PATHE NEWS (Vol. 26, No. 58) Canada: Paratrooper killed in Alberta training exercises. Indo-China: Haiphong refugees. Washington: President defends U.N. as world peace forum. France: New Paris fashions. Hollywood: Virginia Mayo makes bond appeal. Austria: U.S. stars win skating crowns.

Ehrlich Dies

NEW YORK—Joe Ehrlich, former publicity man for RKO Radio and 20th-Fox, died last week in St. Vincent Hospital, following a long illness.

New York Council Head Talks Against Toll-TV

NEW YORK—City Council President Abe Stark last week introduced a resolution asking that body to request the FCC not to approve toll-TV.

Describing toll-TV as an unwarranted attempt to deprive the American public of free access to television broadcasting, Stark said that recent efforts by a few syndicates to buy up the best television programs for closed circuit home viewing could create many hardships among the owners of television sets.

Claiming that toll-TV would mean that many low income families would have only "mediocre shows and third rate movies available to them without charge," Stark asserted that toll-TV is a violation of the concept of free access to radio and television programs.

Pointing out that children will not stay home and watch mediocre television programs, Stark looked for an increase in juvenile delinquency once they are prevented from seeing better shows because of high subscription rates.

Stark derided the notion that price charging alone would bring automatic improvements in production standards, and used the motion picture industry as an example. He claimed that what TV needs is better writing, better acting, better directing, and better production, and that they can be achieved under the existing system.

Stark called toll-TV a violation of the spirit and intent of the Communications Act of 1934, which directed the FCC to encourage the larger and more effective use of broadcasting in the public interest.



BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

TV Put To Good Use In 20th-Fox Promotion

NEW YORK—The largest use of TV for long-range promotion by any film company has been initiated by 20th-Fox in a major program designed to pre-sell CinemaScope productions months in advance of national release, it was announced last week.

Going into immediate effect, the policy of advance video campaigning will be effected in three important ways, the filming of a variety of background material on pictures while they are in production; filming of interviews with stars and other personalities connected with the lensing of a picture; and by a greater number of live appearances on TV by company personalities.

The three-pronged campaign will provide exhibitors with a variety of promotional material for local use, supplementing TV promotion on the national and regional levels. The overall effect will enable showmen to reach the largest possible audiences through the home entertainment media as well as by regular channels of newspaper advertising and promotion.

The initial CinemaScope attraction to benefit from this increased TV promotion is "Untamed," which opens March 11 at New York's Roxy. An eight-minute film clip containing unsqueezed footage of five highlight scenes from the picture starring Tyrone Power, Susan Hayward, and Richard Egan is being offered free to exhibitors as a unique preview for video audiences. Another subject, "Zululand," which describes the background of the South African location filming under the direction of Henry King, also has been produced for local TV planting. Running time of the subject is five minutes.

Another important segment of the new policy is the creation of six TV spot announcements, three 60-second and three 20-second messages on each picture, increasing by four the number of spots available to theatremen for video advertising campaigns.

For "Violent Saturday," the company is preparing a set of 10 and 20 second teaser spot announcements containing unsqueezed footage from the suspense drama starring Victor Mature. The picture opens nationally in April.

Clark Gable's first picture for 20th-Fox, "Soldier Of Fortune," will receive unusual promotion via a subject showing the star arriving in leading cities of the Far East for shooting of the Buddy Adler production.

Another view of the Orient through the eyes of the Movietone newsreels cameras will be realized for "A Many Splendored Thing," starring William Holden and Jennifer Jones. A camera crew followed the two stars during their Hong Kong location shooting.

An eight-minute subject is being prepared on "Sir Walter Raleigh," which currently is in production in Hollywood. The short will take TV viewers into the studio for an exciting background tour of the lavish sets and for glimpses of stars Bette Davis and Richard Todd. The picture will be released this July.



Joan Shawlee, featured in Paramount's "Conquest Of Space," is being nationally publicized as "The Space Girl" in connection with the release of the film. She and producer George Pal are appearing on TV shows with various space gimmicks, such as the huge space suit worn by the flight-to-Mars crew in the picture.

"Assignment" Pressbook Ready

NEW YORK—Exhibitors are receiving from Paramount branches an attractive pressbook on "Assignment Children," two-reel Technicolor subject about Danny Kaye's recent 40,000-mile tour on behalf of the United Nations International Children's Emergency Fund.

A large array of promotional material, including stills, ad mats, publicity stories, lobby display posters and other showmen's aides are presented in the six-page pressbook together with a variety of business-building ideas.



The world premiere of U-I's "Captain Lightfoot," McVickers, Chicago, Ill., brought stars Rock Hudson and Barbara Rush into town for several days of advance promotion and personal appearances recently. Girls from the local Jones Commercial High School appeared at the theatre at eight a.m. in the morning, six hours before the first scheduled appearance of the stars, carrying picket signs with appropriate sentiments for Hudson. By the time the stars made their first appearance there was a mob scene requiring the calling of police reserves.

Proper Art Policy Seen As Boxoffice Booster

NEW YORK—Art films, properly utilized, will boost the boxoffice and prestige of "B" theatres, said Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres last week.

Basing his contentions on experiments conducted in AB-PT circuits, particularly in Minnesota, Hyman acknowledged that the experiment did not spell a program of salvation for "B" theatres, nor does it completely fill the product gap in such theatres.

Hyman referred to reports from Ray L. Niles, southern division manager, Minnesota Amusement Company, and Woodrow Praught, northern MACO division manager, in an attempt to prove his point.

Niles reported on the success of the Austin, Austin, Minn., in showing a series of 12 "prestige" pictures, played as single features in the middle of the week. The theatre reported improved revenues.

Praught told of the experiment, still going on, in the towns of Moorhead and Grand Forks. He says that the policy has brought in new patronage and revenue. The merchandising plan found most successful by Praught would have "B" theatres show so-called art pictures during some of the mid-week lulls. Patrons for art pictures will come as readily then as on a weekend, says Praught, who cautions against showing such films as a regular series.

Skin-Diving Display Set

NEW YORK—The first complete display of skin-diving equipment ever shown outside of exclusive skin-diving circles is on exhibition in the lobby of Brandt's Mayfair in conjunction with Howard Hughes' "Underwater!"

Among the large variety of underwater items included in the display are numerous types of fins and masks manufactured by the Voit Rubber Company, aqua-lungs, a snorkair (combination lung and snorkel), a res-q-pak (life-saving apparatus used by beginners), Jantzen's "Spearfisherman" diving trunks, and numerous styles of spear guns, compasses, knives and depth gauges.

Extra-large blow-ups of underwater scenes from the Superscope-Technicolor production are part of the lobby display.

Magazine Salutes UA Musical

NEW YORK—United Artists' "Gentlemen Marry Brunettes," CinemaScope Technicolor musical, receives an impressive salute in a six-page story-and-picture spread in the Feb. 26 issue of Picture Week magazine.

The mass-circulation break details the Paris location filming of "Gentlemen Marry Brunettes" and describes the UA release as "a romp full of nostalgic tunes and current sex appeal."

CANDYDLY SPEAKING

THE SUN SEEMS brighter these days and warmer, and the shadows of night take longer to build. Its harder to work and easier to loaf, and the groundhog agrees that spring is on the way.

THE CHANGING SEASONS are a wondrous spectacle of color and light and have been lauded in story and poem. They also offer theatremen an opportunity to capitalize on this universal point of interest by taking the long underwear off his concession stand, so to speak, and dressing it up to welcome the spring.

CLEVER MERCHANDISING techniques to maximize concession profits are numerous, and the tedious process of trial and error have proven, for the most part, what will best sell what where. A sure attention-getter at any concession stand is a seasonal format change.

AT BEST, customers buy concession items in theatres on impulse. The only way to stir such an impulse is to get them to the concession area. Once they have been drawn near, attractive displays, the aroma of fresh popcorn, and neat, well-groomed attendants can do their job; but you can't sell them by long distance.

THIS IS NOT meant to say that the changing from winter to spring or summer to fall is the only reason one can find to redecorate the concession area. The very nature of the industry itself offers innumerable opportunities. What better advertisement for a film, which after all is still our most valuable commodity, than to dress a concession stand to fit the mood. A pirate motif for a pirate feature, a ship design for a sea story, the possibilities are limitless.

AND REMEMBER, such extra effort means extra dollars. If they come to look, they'll stay to buy.

—AL ERLICK

EXTRA PROFITS



This is the Refreshery at the new Community, the Walter Reade Theatre in Kingston, N. Y. The display cases in the rear will be changed for seasonal displays. The Refreshery was planned by Edwin Gage, circuit vice-president, and James Loeb, concessions department director. John McNamara, New York, theatre architect, drew the plans, and the Cassidy Cabinet Company, Kingston, built it.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

50,000,000 times a day . . .
IT'S A MATTER OF **PREFERENCE**—

Coca-Cola is the most asked-for soft drink among people "on the job"*





1. **As they work,** Americans drink more Coca-Cola than all other soft drinks combined.

2. **After work,** these same people fill your theatre.



3. **Their preference** is your profit when you feature Coca-Cola.

*1954 surveys by
Alfred Politz Research, Inc.

4. SELL Coca-Cola REG. U.S. PAT. OFF. for extra profit

...more than 9,600 theatres do!

"COKE" IS A REGISTERED TRADE-MARK

Seasonal Displays Mean Added Profits



This is the new Refreshery at the Paramount, Walter Reade theatre in Long Branch, N. J. James Loeb, head, circuit concessions department, had the stand built with the facing designed to incorporate the candy stand, ice cream display case, and popcorn machine into a single unit. Fred Bartholdi, city manager, Walter Reade Theatres in Long Branch, is at the right. The display case in the rear will be changed for seasonal or special displays.

Concession Manual

I. Merchandising

ADVERTISING has been defined as pulling the customer toward the product. Merchandising is the business of pushing the product toward the customer.

For obvious reasons, the operator of a conventional theatre usually does not advertise his concession stand outside the theatre itself, although highly effective jobs have been done in many instances with ticketing campaigns. These involve the distribution throughout a community of tickets inviting a customer, for example, to "Have a Coke . . . Free . . . from our dispenser next time you visit Such and Such Theatre."

The purchase at a snack bar is what a psychologist would call an "impulse" purchase. The customer sees or hears or smells something good, gets an impulse to buy it, and does so.

For this reason, active efforts should be made to merchandise the concession stand if it is to do the best possible job. A large majority of house owners across the country undertake active merchandising in some form or other in connection with their concession operations.

Merchandising in this sense is a subtle thing, since the stand itself is a secondary item to the average patron. As Shakespeare said in another connection, "The play's the thing." The customer comes to see a show, and is only interested incidentally in buying anything else.

Keep It Clean

What can be done to get his interest and to convert it into sales? The physical appearance of the stand itself is the first thing seen by the potential customer. The cleanliness and neatness of the counters, the design, styling, color, decoration of the booth itself, the counter facing, and the back-bar display—all these have the power to attract or to repel. If the job of designing has been well done, the stand will be a testimonial to the desirability of the items for sale there.

Lighting is an important aspect of good merchandising. Although here again situations will vary, the use of grid diffusers under cold cathode tubing has proved so generally agreeable that it is worth suggesting to newcomers. This system provides a steady, even light over the entire stand, and has an attractive modern look that helps the overall effect. Where possible, supplemental spotlights on special displays have often proved profitable, although they must be handled with care to prevent harmful heating of candy and other merchandise.

Let Them Look

Counters should be designed to show off merchandise in the best possible manner. Staggered shelving offers a much better chance for effective display than cases with shelves of even depth. Similarly, three-shelf cases seem to do a better job of merchandising than those with two shelves. Whether candy cases are open or closed, they should be arranged so that the product is easily visible. In some instances, where closed top cases are used, samples of all candy brands are kept in arrangements on the counter. It is not wise to arrange bars in geometric designs, however, since a potential customer may buy something else or not at all, rather than break up the design. In open-style cabinets, the effect of mass display of attractively wrapped candy bars helps to create sales.

No matter how attractive the basic stand may be throughout the year, it can be provided with new interest and excitement with seasonal decorations and changes of trim to coincide with picture themes. Enterprising exhibitors have increased sales measurably with special decorations for Easter, Valentine Day, Thanksgiving, and the like. In addition, certain film titles offer easy opportunities to capitalize on public interest. Rigging the refreshment stand to look like a pirate ship during the showing of a pirate film or like a circus tent while a big top feature plays the house may seem like useless trouble and expense, but the interest and eye-appeal the change may have for complacent patrons will make the effort worthwhile. No matter how devoted customers become to an attractive concession stand, an occasional gimmick to rekindle their interest pays off in dollars and cents. After all, the patrons expect the show to be changed each time they attend. Why not an occasional change at the concession stand, too?

Vary Stock

Along this line, some exhibitors have had success with tiein merchandise other than food items keyed to the themes of certain pictures. Dolls, toys, special-wrap candies, etc., are available from most specialty houses and distributors, and may substantially increase profits if properly stocked and displayed. Best bet for this type of extra merchandising effort is the large downtown first-run house, where children are accompanied by parents. Experience indicates that this type of sale should be made at a secondary stand, away from the snack bar, to avoid congesting the high traffic stand area. And, of course, it is not wise to overstock when taking on merchandise of this type.

A proper wedding of advertising and merchandising activity takes place at the counter and back-bar, where easel cards, motion displays, neon signs, and other advertising matter can effectively call attention to featured items. Wide-spread use has been made in many sections of shadow box displays in the facing of the counters, using the counter tops for candy and the inside shelves for storage.

In arranging the advertising display material, it is always wise to strike for the total effect. Displays should be kept

(*Continued on page EP-8*)

Drive-In Concession Forum Shows Value Of Cafeteria Sales Setup

ST. LOUIS—William E. Smith, Popcorn Institute, addressing the recent National Allied drive-in convention, gave an interesting talk on the advertising and publicity methods that have been used by Institute members and their customers to stimulate the purchase of popcorn. He presented an interesting display of sales literature, signs, costume items, etc., to be worn by pretty girls to attract the eye of prospective eaters, etc.

In the concessions forum, Stu Tomber, Rio Syrup, St. Louis, discussed and advocated the use of the cafeteria-style setup for drive-in concessions departments, touching on the advantages of such operation, such as speed of handling patrons at the program-break, control of food items and avoidance of waste, and more efficient handling of change, etc.

Henry Rolnick, Berlo Vending, went into the technical and administrative features of drive-in operations. Mrs. Maud Jefferis, Piedmont, Mo., wife of A. B. (Jeff) Jefferis, the chairman of the planning committee for this convention, then gave a down-to-earth, homey presentation of her methods in operating the concessions department of their Pine Hill Drive-In just east of Piedmont, Mo. The Jefferis' have a very high ratio of concessions sales average to drive-in patrons, and it all boils down to selling the patrons the things they like and in a manner they like. Their methods are very unusual but patterned to an overall policy tied in to southeastern Missouri thinking of the Ozarks folks. Barn dances on the drive-in veranda after shows, etc., are some of the interesting methods used at the Pine Hill.

In the floor discussion that followed there was considerable debate on cafeteria operation as opposed to station selling. There were strong points made on both sides but the great majority of those that had turned to cafeteria concessions plans after using station selling contended they wouldn't go back to the old methods. There were a few dissenters, however, who said they believed station selling the better plan, at least in their situations.

There was a very lively discussion pro and con regarding the advantages of the cafeteria-type of concessions operations. Only a few former station service operators expressed regret for turning to cafeteria.

It appears that presently some 90 per cent of the country's drive-in theatres operate cafeterias, many of them practically serving full meals to the patrons seeking that service.

The drive-in concessions clinic or forum held in conjunction with the convention is said to have made drive-in history in that it was the first ever held on a national level. In it experts dealt with the operation of vending machines, drink dispensers, and other equipment for dispensing confections, candy, hot dogs, and the like.

Suggestions advanced in the clinic on concessions operations, included the advantages of having the cafeteria help attired in white uniforms. The help should be inspected before each night's opening to make certain there is good appearance and neatness. New vending equipment should be selected with the utmost care and purchased only after qualified advice is obtained. Cafeteria structures should be large enough for the proper accommodation of the family trade and for the quickest practical service. On the average, an opening about 6:30 p.m. allows half-an-hour for checking the concessions stocks and an hour for extra pre-screening of concession sales. Careful watch should be maintained on the heat for food to be served hot and on the refrigeration of the cold foods items. Be sure all food served is fresh and wholesome. Don't skin the customer on quality or on quantity. Handle enough items to provide proper variety but cull out the "dead" numbers. The average view was that the concessions payroll should be 15 per cent of its gross intake.

Bottle Warmer Aids Parents At Drive-Ins

DETROIT—Drive-in operators everywhere have been quick to adapt Jobil self service baby bottle warmers since they have been made specifically for drive-ins in every respect. They are simple to operate, do not require watching or operating by attendants or concession help. The warmer, absolutely sanitary since only parents handle baby's bottles, are left on counter, the same as relish or mustard. Patrons help themselves, relieving concession help of warming bottle duties. Patrons merely insert bottle and it is warmed at correct temperature within a minute's time. There is no overheating, broken bottles, or burning out of units.

The "Jobil" model warmer is said to be the most practical on the market today for drive-in use. It is absolutely automatic in operation. Low in cost, lower in maintenance, it is cast in aluminum with Calrod heating element and constantly at correct warming temperature. A single warmer holds four large and two small bottles.



Jobil self service baby bottle warmers are proving themselves a valuable added patron service in many drive-ins. They are sanitary, time saving, safe and easy to handle, and may be obtained through Jobil Products Company, Detroit. The above photo was taken at the Miracle Mile Drive-In, Toledo, concession operated by the Berlo Vending Company.

IPA Popcorn Meet Sets Diverse Agenda

NEW YORK—"Based upon advance registrations, the Eastern Regional Popcorn Conference, sponsored by International Popcorn Association yesterday (March 8) at the Park-Sheraton Hotel, was expected to attract an attendance of over 300," stated Lee Koken, RKO Theatres, general chairman of the one-day merchandising and production meeting.

Morrie R. Yohai, King Kone Corporation, New York, was to be chairman and moderate the manufacturer-wholesale sessions. Among the topics and speakers to be featured were John Hayes, King Cole Foods, South Portland, Me., "Point-of-Purchase Merchandising Displays"; Norvald Reppen, Madison, Wis., "Action Displays Sell More Popcorn"; "New Ideas in Packaging"; "Combination Popcorn and Oil Packages"; and "Popcorn Figurines."

In the morning theatre-concession operator's session the topics and speakers to be featured were Sam Rubin, ABC Vending Corporation, New York, "New Ways To Merchandise and Increase Ice Cream Sales"; James Loeb, Walter Reade Theatres, Asbury Park, N. J., "Incentive Plans and Training Personnel"; Arthur Segal, SelMix, Inc., Long Island City, N. Y., "Manual Drink Equipment's Place in the Conventional Theatre". William E. Smith, The Popcorn Institute, Chicago, "Point-of-Purchase Popcorn Displays"; Ben Kornfield, ABC Vending Corporation, Cambridge, Mass., "Film Tie-In Merchandise Sales and Campaigns"; and Thomas J. Sullivan, IPA executive vice-president, Chicago, "IPA Provides Industry Leadership For America's Fastest Growing Business."

Following luncheon the afternoon session topics and speakers were to be Saul Lerner, Long Island Family Drive-In Theatres, "Cafeteria Operation and Its Advantages"; Bill Burke, Confection Cabinet Corporation, drive-in refreshment division, Newark, N. J., "Station Operation and Its Advantages"; Irving Rosenblum, Savon Candy Company, Paterson, N. J., "New Trends For Drive-In Concessions"; "Newest Items Sold In Drive-Ins"; "Intermissions and Playgrounds as Aids to Snack Bars"; "Has Automatic Equipment a Place in Drive-Ins?"; Reppen, "Motion Displays Attract More Sales In A Drive-In"; and Bert Nathan, IPA president and head, Theatre Popcorn Vending Corporation, Brooklyn, "What To Look For In A Good Concession."

One of the highlights of the conference was to be attendance prizes donated by prominent supply firms. In the morning session, Rex Specialty Bag Corporation, Brooklyn, N. Y., was to give away a $100 Royal portable typewriter. For the afternoon session, Bonomo-Korday Candies, Brooklyn, N. Y., was to present a $100 Philco portable record player. The grand prize of the session was to be a $1,000 RCA-Victor color television console donated by APCO, Inc., New York City.

Those attending the one-day conference were to be the guests of The Coca-Cola Company for luncheon and The Pepsi-Cola Company for cocktails and hors d'oeuvres in the evening. Charles Okun was to represent Coca-Cola and Peter Warren was to host for Pepsi-Cola.

In your theatre, too, these girls bring you more soft drink sales—

More Drinks Per Gallon
More Profit Per Drink





Pepsi-Cola's national advertising appeals to today's figure-conscious women. That's why Pepsi is today more popular than ever. This booming popularity sells more Pepsi in more and more theatres—and at a higher profit to operators in whatever form it's served.

Pepsi profit tops all nationally advertised and nationally available cola syrup lines. Pepsi's syrup price is the *lowest* of any nationally advertised cola. Add *extra* profits from Pepsi's *extra* drinks—128 drinks per gallon, compared with 115 for other comparable colas.

In your own theatre operation, Pepsi-Cola can boost your beverage sales and profits all along the line. Write today for full details.

PEPSI-COLA

PEPSI-COLA COMPANY—3 West 57th Street, New York 19, N. Y.

Popcorn Institute Launches Sales Drive With "Animal Fair" Contest

CHICAGO—The Popcorn Institute has come up with a sales stimulator in the nature of "The Popcorn Animal Fair." A full line of accessories are available to help put over the stunt and sell it to the public at conspicuous places about the concession stand, at box office, and at the stub box.

The Popcorn Animal Fair is a poster coloring contest designed to boost popcorn sales and build attendance. It is built about black and white reproductions of the colored Animal Fair posters. The black and white posters are to be colored by popcorn purchasers and entered in a contest.

Here is how it works. Order black and white posters from the Popcorn Institute. During the period the contest runs, one black and white line drawing poster is given to each person purchasing popcorn at the concession stand, a different poster being given out each week. Instruct your customers entering the contest to use their own imagination in coloring.

To be eligible for prizes, it is suggested contestants be under 12 years of age and must have colored each of the eight black and white posters; therefore, they must have attended your drive-in or theatre at least once a week for eight consecutive weeks.

Appoint a panel of key people in your community or city to act as judges of posters submitted and a contest essay completing the sentence, "I like popcorn because . . . " in 15 words or less. The theatres will award a series of prizes and winners will be selected on the basis of the best essay sentence and neatness and imagination in coloring the Popcorn Animal posters.

Press releases should be sent to local newspapers, radio, and television stations. Seek tie-in cooperation with scout masters of the Boy and Girl Scout troops, and make tie-ins with local merchants who in return for publicity will donate prizes to be awarded to contest winners. Advertise the Popcorn Animal Fair in all daily ads and other ad matter.

The Popcorn Animal Fair contains tested sales building ideas. Ingenuity and showmanship on the part of theatre managers in merchandising the stunt should pyramid popcorn sales to an all-time high during the contest months.

The Popcorn Institute is making the black and white line posters available at less than cost, or $3 per 100 kits. Orders should be placed immediately with the Popcorn Institute, 332 S. Michigan Avenue.

Midget Popper Available

EAST CHICAGO, IND.—Corn Ette Machine and Packaging Company have announced the design and perfection of what is said to be the first midget automatic popcorn machine. Taking up less than one square foot of counter space, and weighing but 12 pounds the machine will be found to have no service problems as it is clean and profitable, fully tested, and capable of making 60 servings per hour.

The exclusive corn-ette package with quality control is the answer to top quality product, it is claimed. There is no muss, no measuring, just open the package, pour the contents of ready to pop corn into the popper and, presto, a serving of piping hot, fresh popcorn, properly seasoned. 100 packages come to the case, compact and easy to handle, and weighing but 13 pounds.

The Corn Ette is said to be the first successful automatic popcorn machine to sell for less than hundreds of dollars; and with "the corn bin" with a 12 bag capacity, designed for high volume locations and self service, compact and attractive it keeps the corn fresh and hot.

BEST PERFORMANCE OF THE YEAR!



NESTLÉ'S® bars acclaimed by best critics— your customers!

COCONUT—new star! Rich milk chocolate packed with crisp toasted coconut.

CRUNCH—all-time favorite! The fans really go for this crunchy milk chocolate bar.

NESTLÉ'S CRUNCH MILK CHOCOLATE

ALMOND—sure winner! Nestlé's rich milk chocolate with fresh roasted almonds.

NESTLÉ'S with ALMONDS MILK CHOCOLATE with ALMONDS

Packed 100 bars to the case

NESTLÉ'S MILK CHOCOLATE NESTLÉ'S MILK CHOCOLATE

MILK—big hit! Nestlé's exclusive flavor, the standard of quality for all milk chocolate.

Milk, Almond and Crunch available in 5¢, 10¢ and larger sizes. Coconut 10¢ size only.

THE NESTLÉ COMPANY, INC., 2 WILLIAM ST., WHITE PLAINS, N. Y.



"The pillow fight is over" was the recent ringside decision of Barney Berns, right, vice-president, Dad's Root Beer Company, Chicago, as he discussed hard-hitting advertising and merchandising plans with Howard Williams, president, Erwin, Wasey, and Company, newly appointed as the company advertising agency.

New Rowe Dispenser In Full Production

NEW YORK—The new Rowe Spacarb three-flavor, 600-cup automatic drink dispenser (the D-600), quality designed but economy priced—is now in full production and available for immediate delivery, it was announced by I. H. Houston, president, Rowe Spacarb, Inc.

Priced at $895 (with terms available to operators under the new Rowe Finance Plan), the D-600 is described as "the least complicated multi-flavor drink dispenser ever made, both for performance and servicing."

The new vending machine contains all the exclusive features of other Rowe Spacarb models, including an illuminated Fiberglas display, "Mix-a-Drink" (which permits customers to mix flavors while the drink is flowing), "Select-O-Carb" (which meets the precise individual carbonation standards for nationally advertised drinks), and plug-in relays. It can be adapted to vend a fourth, non-carbonated drink at a small additional cost.

Its new features include an improved and simplified carbonator; a cabinet six inches off the floor to facilitate cleaning; refrigeration for all syrup; the first one-piece spun-metal syrup wells; a coin changer mounted inside the machine; and a simplified cup dispenser which minimizes cup pilferage.

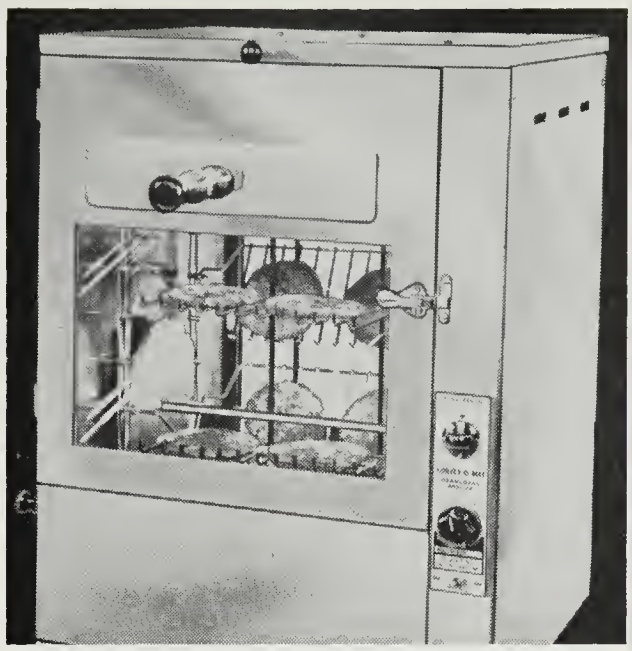
Syrup capacity is 10 gallons and cup capacity 600, with ample storage space for additional cups and syrup. Built to fit conveniently into a small space, the D-600 is only 24 inches deep, 29 inches wide and 69 inches high. It weighs 525 pounds.

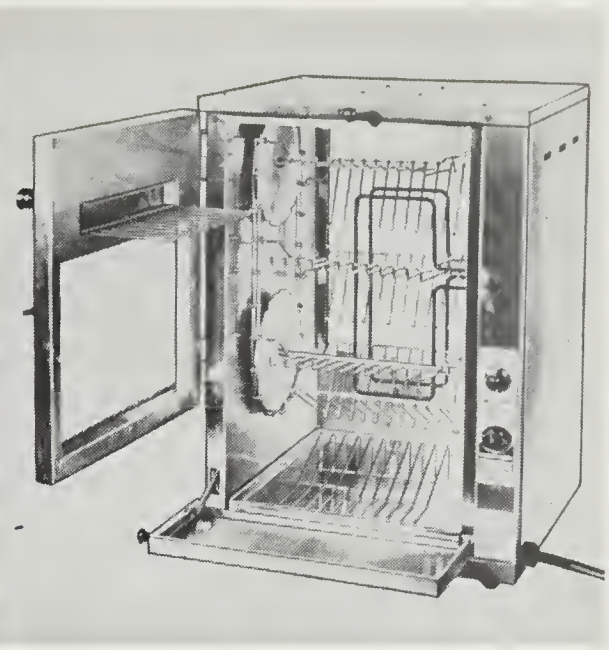
The D-600 can vend at either five or 10 cents and includes a coin-changer as standard equipment. A one-third horse power Kelvinator compressor, pre-cooling coils, plus the flexibility of either wet or dry refrigeration, assure ample cooling capacity. The units are ruggedly-constructed and conform with all health department requirements.

The D-600, like other Rowe Spacarb dispensers, is manufactured at the Stamford, Conn., plant of the Rowe Spacarb Division of Rowe Manufacturing Company, Inc. Further information can be obtained by writing the Company's sales office at 31 East 17th Street, New York 3, N. Y.



The New Rowe Spacarb D-600 three-flavor, 600-cup drink dispenser, is now in production and available to operators.





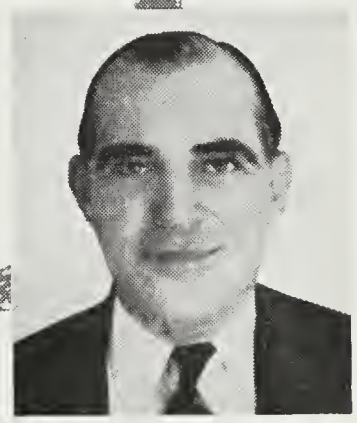
The Convey-O-Mat, world's first conveyor type broiler, is now on the market. It is shown in operation in the left photo; stationary at right. Manufactured by the Medalie Manufacturing Company, Minneapolis, the Convey-O-Mat delivers two broiled hamburgers per minute.

"More and more outdoor operators are switching to—

popsit plus!

with butterlike flavor!"

says Larry Goldmeier . . president, Poppers Supply Company, Philodelphio, Pa. . . one of the largest firms in the field, covering the entire Eostern Seaboord.



Mr. Goldmeier says, "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to pour, measure and store."

Outdoor concessionaires like POPSIT PLUS, too, because it's an all-purpose oil, wonderful for frying hamburgers, french fries, seafood and chicken. No wonder sales of POPSIT PLUS keep climbing!

Try POPSIT PLUS yourself for just one week. You'll make it your regular and only popping and frying oil.



popsit plus!

Made Only of Pure Peanut Oil

LIQUID POPCORN SEASONING

made by

C. F. Simonin's Sons, Inc., Phila. 34, Pa.

Concession Manual

(*Continued from page EP-3*)

simple, massive, and uncluttered. Good merchandise sells itself when properly shown. Brands that are nationally advertised and nationally known are pretty well presold to the customers. One can increase sales volume, turn over stock faster, and wind up with more dollar profits by sticking to popular items than by risking inventory capital on large-profit merchandise which is, nevertheless, unknown.

Scheduling of the breaks between shows can be effective in merchandising the concession stand. Many house operators make periodic use of film trailers between shows to invite the customers' attention to the snack bar, and these prove highly effective where used in variety and not overworked. Film trailers, are available from several standard film companies, such as National Screen Service and Filmack, and in some instances from product suppliers like Armour, the Coca-Cola Company, and others.

The scheduling of the break itself can be an important item when the crowd is unusually large, and extension of one or two minutes will enable more patrons to be served. A small house, on the other hand, calls for a shortening of the break period so as not to bore seated patrons. The screen should never be left entirely blank, no matter how long the break. An "intermission clock" on film is a good device, or colored spotlights on the stage can be used to add life and interest.

A break that is too long, no matter what the reason, will antagonize the customers, and keep their valuable ticket dollars out of the till.



Are you really ready to open for the season?

Check this List

☑ Equipment ☐ Merchandising
☐ Supplies ☑ Housekeeping
☑ Personnel ☑ Personnel Training

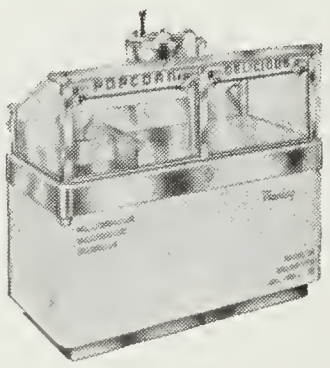
You have probably already taken care of your concession equipment, housekeeping, personnel and personnel training.

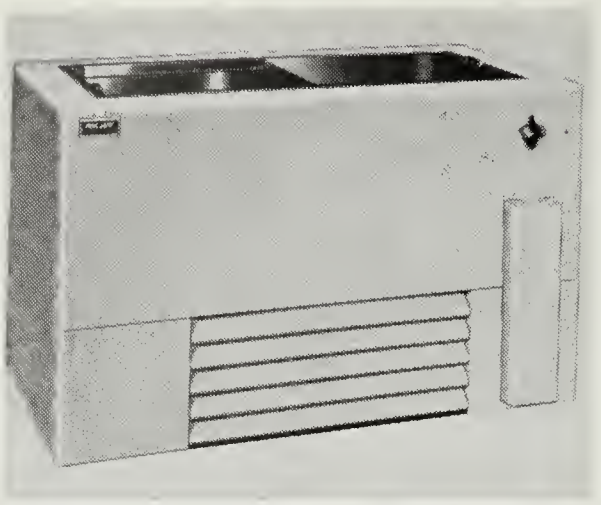
But, have you solved your merchandising problems? If not, here's the easy way to have the kind of planned merchandising program that pays off in increased popcorn sales and more profits.

Purchase all of your concession supplies from Manley and start receiving *at no cost* —timely concession merchandising material keyed to your needs and designed to produce extra sales.

ACT NOW! Contact your Manley representative or write direct for complete information about this new, exclusive Manley Merchandising Service. Don't delay . . . *really* be ready for your spring opening!

MANLEY SUPER STADIUM . . . ideol for drive-in operotions. Built to fit right into your present loyout. Write today for full informotion on the Manley Super Stadium and the free Monley Merchondising Service for supply customers. Monley, Inc., 1920 Wyandotte Street, Konsas City 8, Mo. Address Dept. EX-355

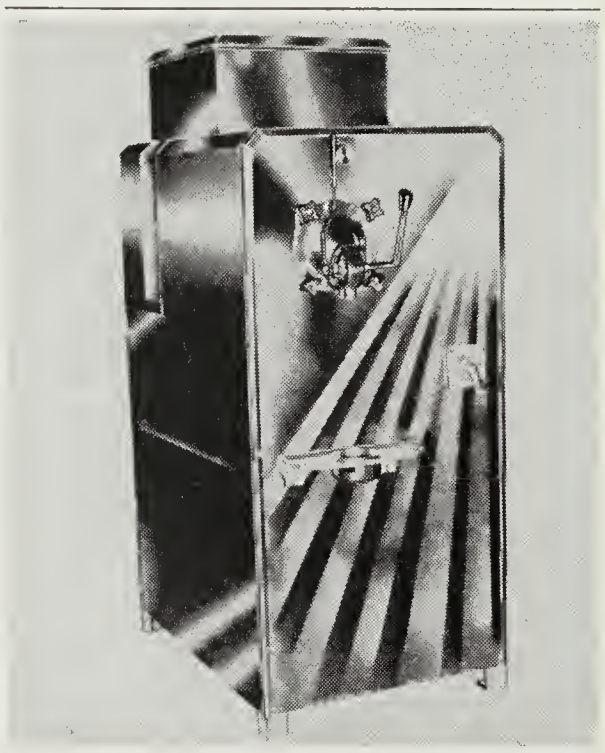




Large capacity and compact size have been combined in this new self-contained sliding door beverage cooler created by Nor-Lake, Inc., Hudson, Wisc., and termed Model SD-52.

Mint Display Improved

CHICAGO—The Bunte-Chase two-cent Chocolate Mint Patty is finding its way onto more retail counters these days because of a smart new 40 count display box. The chocolate, green, and white box is simple in design, featuring a reproduction of the candy in the upper left hand corner. The new box is popular with retailers not only because of its clear, sharp lines, but also because it requires only 6½ by 4 inches of counter space.



The Port Morris Machine and Tool Works, New York City, have introduced this entirely new Model 10P and 25P machine. These 1955 Electro Freeze are said to be the finest advance in direct draw soft ice cream freezers in years.

Exhibs Vie For Filmack Prizes In Scenario Contest

CHICAGO—Response to the Filmack Trailer Company's contest for the best scenario for a new full-color refreshment trailer indicates that not all good script writers are Hollywood bred, according to Filmack President Irving Mack.

The contest was announced in the February issue of Filmack's monthly publication, Inspiration. Prizes offered for the three top winners are first prize, $100; second prize, $50; and third prize, $25.

"The many scripts from exhibitors throughout the nation emphasize the old axiom that he writes best about what he knows best," observed Mack. "The exhibitors and their concessions men know their market and how to sell it. We are now culling the best of the lot . . . from which the three winners will be selected. But that certainly does not mean that the contest is ended. Additional entries are more than welcome, because the production of a full-color trailer is expensive and, naturally, we are eager to obtain the best possible scenario."

Entries should be mailed to Filmack Trailer Company, 1327 S. Wabash Ave., Chicago 5, Ill.

McCurdy Named By AB-PT

NEW YORK—Walter McCurdy has been appointed manager, confectionery sales department, American Broadcasting-Paramount Theatres, Inc. This position was formerly held by Herbert Hahn, who is presently handling stockholder relations for the company. McCurdy was previously associated with Kendall Mills.

EXTRA PROFITS

Vol. 9, No. 13 March 9, 1955

Associate Editor, Al Erlick

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NEWS OF THE Territory

BRANCHES

Atlanta

Branch manager Jimmy Hobbs, Allied Artists Southern Exchanges, checked in at his office from Tennessee, as did Jimmy Bello, Astor and Capital, Tennessee. . . . Babe Cohen, Howco Film Company, with headquarters in New Orleans, was in for a visit at his exchange here. . . . Kathlee Jones, formerly with the Paramount, St. Paul, is now with the Paramount, here. . . . Elizabeth Wallace, National Screen Service, was hospitalized. . . . President William Richardson was back at his office after a spell of the flu.

Construction of a $170,000 drive-in at Hallendale, Fla., is planned by E. N. Loew, Miami, Fla. . . . In Lawrenceville, Ga., an April 1 opening is being planned for the 300-car drive-in by owner Larry McClure. In the event there should be an early spring, the drive-in would be opened earlier. McClure also has two other drive-ins in Georgia.

In Decatur, Ala., Marshall Drive-In, Inc., Guntersville, Ala., has announced plans to build a 600-car drive-in south of the city at the intersection of Highways 31 and 67. W. W. Hammonds, Jr., president, said the construction would get under way as soon as the architect completes plans. He said that the drive-in, located on a 40 acre tract, would feature a completely enclosed playground for children, free picnic area, and one of the largest CinemaScope screens in the south.

Louis Rosebaum, president, Muscle Shoals Theatres, in Alabama, was honored by the Alabama Society for Crippled Children and Adults at its recent annual meeting in Montgomery, Ala. Rosenbaum was presented the society's certificate of distinguished service in recognition of outstanding leadership and work performed for crippled children in the tri-cities area.

Murray Stohl, who recently purchased the five theatres in Tampa, Fla., from the Claughton Circuit, has installed CinemaScope in four of his theatres, Cinema, State, Northtown, and Palma Ceia, and one in St. Petersburg, Fla., the Roxy. . . . Winston Huddleston, former circuit solicitor, Wetumpka, Ala., has purchased the interest of the late Ed Clard in the Coosa there. . . . The Desoto, Valley Head, Ala., is now owned by Lowell Garmon, Jr. . . . Lester R. Kropp, president, Missouri-Illinois theatre owner, is enjoying his vacation in Fort Lauderdale, Fla.

The Star, Cedar Bluff, Tenn., has two new owners, Robert L. Baker and Ralph A. Meades, from former owner J. W. Powell. . . . The Richland, Richland, Ga., has redecorated throughout and installed a wide-screen. . . . The Skyview



Dorothy, the baby elephant who appears in MGM's "Jupiter's Darling" and who is making a tour of the country to exploit the film, recently visited Atlanta and the Mayor's office, where she is shown receiving the key to the city from Mayor William B. Hartsfield. With Dorothy is her trainer, Mrs. Edward Widaman.

Drive-In, Sylvania, Ga., has closed. . . . The Atlanta Variety Club held its regular meeting and luncheon with speaker Charles Rawson, prominent advertising executive. . . . Charline Jones, WOMPI, is the grandmother of her second granddaughter.

New WOMPI member is Allene M. Robbins, Dixie Theatre, Inc. . . . Larry McClure will open his new 300-car drive-in at Lawrenceville, Ga., his third. . . . Norris Hadaway, manager, Alabama, Birmingham, Ala., has been nominated for the Birmingham man of the year. . . . Thieves broke into the Turnpike Drive-In at Opa Locka, Fla. . . . The Park, St. Petersburg, Fla., owned by Erwin Ross, has installed CinemaScope.

J. W. Hill, manager, theatres in North Carolina, Georgia, and Florida, appointed as manager, Victory Drive-In, Savannah, Ga. . . . The Talac Drive-In, Tallahassee, Ala., owned by McLenon Theatres, has installed CinemaScope. . . . T. A. McDougald was appointed as manager, Clay and Cove, Green Cove Springs, Fla. He replaces M. B. Argo, who goes to Eustis, Fla.

Walter J. Lloyd, veteran executive with Florida State Theatres in Tampa, Fla., was honored there at a testimonial banquet and dance, attended by more than 100 persons from the Florida coast city officials. . . . The drive-in proposed for a 10-acre tract near Gulf Stream Park, near Hollendale, Fla., is running into trouble with the state road department, which objected to the location of the screen, claiming that it would distract passing motorists.

Mrs. L. C. Yeauman, owner, Regent, Crystal River, Fla., has installed new CinemaScope screen and lamps. . . . The Lakeland Drive-In, Lakeland, Fla., recently damaged by fire, has been rebuilt by Mrs. C. W. Murrell and manager L. E. Hendrix. . . . Martin Theatres, Columbus, Ga., is rebuilding their drive-in at Port St. Joe, Ga., which was recently destroyed by fire. The entire drive-in will be remodeled and facilities installed for wide-screen.

The Dreaka, Deland, Fla., has installed CinemaScope, reported owner George Stonaris. . . . The new owner, Ruskin, Ruskin, Fla., is William Kneip from its former owner, Hal Willis. . . . The Paramount, Palm Beach, Fla., has reopened with Robert Williamson as manager. . . . On the Row were Juanita Belville and Juanita Foree, Lakemount Drive-In, Alco, Tenn.; Pat Ingram and Rufus Wilson, Skyview Drive-In, Springfield, Ga.; Sidney Laird and L. J. Duncan, Al-Duncan Amusement Company, West Point, Ga.; and Walter Morris theatres in Knoxville, Tenn.

The Miracle, Coral Gables, Fla., has a new manager, Carl Jamroga. Former manager Mel Haber goes as manager to the Carib, Miami, Fla. . . . Harry Parmenter was appointed as assistant manager, Daytona, Daytona Beach, Fla.

Charlotte

Seven days of picketing of the Visulite has ended with an agreement between Local 322, IATSE, and the theatre management. Dispute was about pay for Wednesday afternoon matinees.

Roy Rowe has announced plans to rebuild the Drive-In, Burgaw, N. C., destroyed by Hurricane Hazel last fall. Roy advised he will equip with the last word in new equipment. . . . R. D. White, Jr., Shallotte, N. C., has turned the Carolina, Allendale, S. C., over to his brother, Jack White, who will do all the booking and buying in the future. . . . Luke Linder, Williamson, S. C., advises he has taken back his Pendleton, Pendleton, S. C., and that he has installed CinemaScope in all his towns.

Bill Henderson, Theatre Booking Service, promoted a stage show in the Fox and claims the bitter cold weather hampered grosses considerably. He plans to bring other attractions of this type in spring and summer. . . . A. F. Sams, Jr., operator, Statesville Theatre Corporation, Statesville, N. C., has just returned from Washington where he attended national meetings. . . . Dave Williams, IFE sales manager, is on a trip to western North Carolina. . . . Local Loge 23, Colosseum of Motion Picture Salesman, recently held elections, and Barney Slaughter, Paramount, is the new president; George Royster, U-I, is new secretary; and Robert Finlayson, Republic, is new treasurer.

Seen along Film Row booking and buying were Jesse Wellons, Fayetteville Drive In, Fayetteville, N. C.; Carl Dobbins, Colony, Wilmington, N. C.; Hugh Smart, State, Raleigh, N. C.; Jim Hight, Midway, Lancaster, S. C.; W. M. Patrick, Jr., Rock Hill Drive-In, Rock Hill, S. C.; Aubry Hill, YMCA, Ware Shoals, S. C.; Dennis Ramsey, Rose Hill, Rose Hill, N. C.; Willie Sams, Statesville Theatres Corporation, Statesville, N. C.; Irving Dantzier, Midway Drive-In, Forest City, N. C.; Charlie Burgin, Colonial Theatres, Valdese, N. C.; Gilbert Faw, Albemarle Drive-In, Albemarle, N. C.; Ralph Cook, Cook and Ritz, Walterboro, S. C.; Theo Albrecht, Ritz, Newberry, S. C.; Wade McMillan, operator of theatres in Latta, S. C.; Lamar, S. C.; Hamlet, N. C.; and Hartsville, S. C.; Sam Bogo, Carolina, Bates-

burg, S. C.; R. D. White, Jr., Shallotte, Shallotte, N. C.; Luke Linder, Linder Circuit, Williamston, S. C.; W. A. Grey, Joy, Belton, S. C.; Cliff Faw, Monroe and Moonlite Drive-Ins, Monroe, N. C.; and O. A. Cagle, Lee Drive-In, Sanford, N. C.

The Theatre Owners of North and South Carolina will hold a meeting at the Hotel Charlotte on May 17, the day following the locally scheduled MGM Workshop. At a directors meeting, representatives back from the TOA board meeting in Washington impressed them with the seriousness of the toll-TV situation. Mr. Walter Griffith, executive secretary, and C. A. Dandelake, president, urged members to send in contributions to fight this issue, based on what was paid COMPO last year.

Jacksonville

Chief Barker Danny Deaver was sparking a Variety Club activity of forming a "300 Club" to finance the group's selected charity of a counseling service for pre-school-age blind children. In a letter to Tent 44 members, Deaver said that the future of the club depends on the success or failure of the "300 Club" program, and he urged each member of the crew to support it and to gain the support of two other persons.

WOMPI's installation banquet will be held in the near future at the Roosevelt Hotel, announced President Janice Claxton. . . . George Hoffman, veteran National Screen Service representative for Florida, was in town to inform his many friends that he is retiring soon after more than half a century in the exhibition and service fields. . . . Theatre artist Bill Fegenbush was recovering from surgery in a local hospital. . . . The five principal players in "Yellowneck," an 83-minute feature made by Empire Productions of Orlando and distributed by Republic, will appear on stage at the Five Points when the north Florida premiere opens there. . . . Syrian-American and Lebanon-American clubs sponsored two midnight showings of Arabic-language films, featuring Egyptian dancers, at the Five Points. . . . A. C. Lyles, who was an usher at the local Florida many years ago, was in town with Mr. and Mrs. James Cagney. An honorary degree was awarded Cagney by nearby Rollins College. Lyles is now publicist for Pine-Thomas productions.

Irving Mack, president, Filmack Trailer Company, came in from Chicago on his way to a vacation at Miami, Fla. While here, he was the principal speaker at a dinner attended by more than a score of officials, theatre managers, and other personnel of Florida State Theatres. Brief addresses of welcome to Mack were made by Louis J. Finske, FST vice president, and James L. Cartwright, Daytona Beach supervisor of FST. Others attending included Joe J. Deitch and Mark DuPree, executives; Harvey Garland, chief booker; Frank Bell, St. Petersburg, Fla., supervisor; Robert R. Harris, manager of concessions; Robert Heekin, local supervisor; French Harvey, advertising and publicity director; and Ken Barrett, real estate supervisor. Theatre managers at the luncheon were Colonel John Crovo and Bobby Preacher, Arcade; John Thomas and Becky Roberts, Imperial; Joe Charles, Capitol; George Krevo, Palace; Al Hildreth, San Marco; Mrs. Lilliam Parker, Brentwood; Hal Stanton, Edgewood; and Robert Skaggs, Florida. Leonard Allen, Paramount exploiteer from Atlanta, and Mrs. Ernestine Noah, FST advertising department, also attended.

Memphis

Nate Reiss, owner, Gem, Covington, Tenn., is going to play "Bamboo Prison," breaking a precedent, as Covington usually bans all pictures banned in Memphis. The Mayor of Covington and other officials looked at the picture and could see no reason for banning it. . . . Visitors on the Row were Henry Pickens, Lyle, Carlisle, Ark.; Frank Easley, Lindy, Linden, Tenn.; Gene Boggs, Joy, Hayti, Mo.; Mrs. Johnny Keller, Joiner, Joiner, Ark.; and Mrs. George Young, new owner, Grove, Holly Grove, Ark. . . . Seen in Splash, about Paramount shipper Danny Wahlquist. Splash is the bulletin issued by Memphis Ski Club. "After wrecking his motoreycle, dangerous Dan Wahlquist has purchased a Pontiac convertible. This kid will buy anything. He now has a boat, a motor, a violin, a set of drums, a wrecked motoreycle, a hot rod (Ford), a Pontiac, a new portable radio, a dozen rotten eggs, and ten shares of Harrahan Bridge stock. Why doesn't someone sell him 30 gallons of McKellar Lake?

The Ink Spots, have been added to the Horace Heidt Show, which Memphis Trades and Labor Council will present March 9. Talent from this area is to be picked for the show. . . . Memphis Censor Board received a wire from American Civil Liberties Union, hitting at the ban of "The Bamboo Prison." The Union has vigorously protested the banning. The wire was signed by playwright Elmer Rice. He urged the Memphis board to reconsider its action and "not let this unconstitutional decision stand." Rice called the ban even more ridiculous in view of the fact that Columbia makes it clear at the beginning of the film that the apparent progressive prisoner is in reality a spy. . . . Lloyd T. Binford, chairman, Memphis Censor Board, appeared on TV as guest of "Press Conference."

Teddy Tedesco is now sales representative, Colonial Pictures. He was formerly manager, W. and M. Film Company. . . . Harry Carey, Jr., was in to plug "The Long Gray Line."

Danny Thomas, television and screen star, will be in with a troup of top-flight entertainers to kick off a campaign to build a hospital for underprivileged children. The hospital has been a dream for years, and looks as though it will soon be reality. The Foundation in Beverly Hills has close to $500,000, which has filtered in from all sections of the country. Danny plans a world premiere with a group of top flight stars in Memphis, among them being Jane Russell and Marilyn Monrow, who have assured him they will accompany him. Carmen Cavallaro and Cardinal Stritch will also participate. When the date of the visit is definite, Mayor Tobey will proclaim "St. Jude Hospital Week."

Lena Southerland, formerly with 20th-Fox, replaced Myrtle Hayre, Allied Artists head inspectress, who has taken a leave of absence, due to the death of a grandchild.

New Orleans

Jack O'Quinn, Joy-Oke Theatres, Kaplan, La., is adding another drive-in to his string. A large area near the corporate limits of New Iberia, La., has been cleared, and construction will soon get underway. It will accommodate 1,200 cars and will feature the latest techniques in equipment, a tremendous wide, sky-high screen tower which can be seen within a one half mile radius, hence, the trade name, Sky-High Drive-In. O'Quinn already operates the Echo Drive-In in the opposite region in that city, in addition to indoor theatres in Welsh, La.; Gueydan, La.; and in his home town, Kaplan.

The Lafayette Drive-In, Lafayette, La., will close for good advised E. R. Sellers, one of the owners, Hub Drive-In Theatres, Inc., operators of two other drive-ins in that city, the Hub and Twin. . . . Louisiana exhibitors seen around were I. M. Gauthier, White Castle; Ira Olroyd, Teche, Franklin; Anna Molzon, Royal, Labadieville; John Harvey, Nabor, Oberlin; Harold Dacey, manager, Rex and Gayle, Raceland; Mrs. Lillian Lutzer, Barksdale Drive-In, Bossier City, and King's Drive-In, Shreveport; and Robert Ricourd, manager, St. Bernard Drive-In, Arabi.

James H. Nicholson and Robert Corman, American Releasing Corporation, Hollywood, and their attorney, Samuel Z. Arkoff, met here with southern and midwest distributors Harold F. Cohen, Joy N. Houck, J. Francis White, Scott Lett, Fred Meyers, and Bob Harrella to consummate the deals for the distribution of their product in territories including New Orleans, Memphis, Charlotte, Atlanta, and Kansas City. They brought along with them a print of their first production "Five Guns West," which they screened at a private showing at the Panorama.

George L. French, Star, Mendenhall, La., was in to confer with his buyer and booker, Sammy Wright, Southern Theatre Service. . . . Raymond Gremmillion, Southeastern field representative, checked in after a trip in Mississippi. . . . Audrey Cotton, AA manager Henry Glover's secretary, and Frank Neumann were married in Our Lady of Good Counsel Church.

Republic's manager Leo V. Seieshnayde has covered every inch of the territory in the past months. . . . Ed Delaney, Pike, Magnolia, Miss., was in booking, as was Lonnie Davis, Pike Booking Company, McComb, Miss. . . . E. W. Ansardi, Buras, La., is back in swing after several weeks illness.

Columbia's publicity representative Jimmy Boyle, who was here to plug Sam Katzman's "New Orleans Uncensored" world premiere at the Orpheum, is off to Houston to publicize "Long Gray Line." . . . E. L. Graether, New York, RKO Orpheum maintenance department, visited with manager Asa Booksh and staff. . . . Rodney Toups, manager, Loew's State, has proven once again that if you give the kiddies a show to their liking, they'll pack the theatres. They did for "Cartoon-O-Rama," 12 color cartoons in CinemaScope.

Thieves invaded Film Row and raided several buildings, including National Theatre Supply, Lippert shipping room, Stevens Pictures, Warners, and Western Union. Even though their haul was small, they did damage, leaving a trail of broken windows and doors, ransacked desk drawers, besides cutting all the wires in the Western Union office. At Warners, they broke the lock on the depository of the Will Rogers Memorial fund, taking every cent, and a little petty cash. At National Theatre Supply, a few dollars from the petty cash box and a box or two of pencils was taken. Their break into Lippert's shipping room was to get into Stevens by the back way, however, here they were surprised by one of the projectionists, who was bringing back the equipment and film after a show. Evidently they heard him calling for the police as they back tracked and slipped out into the night. Police believe they have one in custody.

H. A. Greenlin, who assumed operation of the in-town Avenue, has changed the program policy from strictly art and foreign pictures to double feature American movies and every now and then a foreign or art feature. . . . Thank you, C. H. Crossley, for the renewal subscription to MOTION PICTURE EXHIBITOR.

Louisiana exhibitors outside of the city here on a buying and booking trek were Alex Rosenthal, Silver City and Joy, Alexandria; Mrs. O. J. Barre, Barre's Theatres, Luling, La.; Gilbert Romero, Booker T. McComb, and Gil, Lafayette, and Mayor Lew Langlois, Alamo and Star, New Roads. . . . Visitors at Allied headquarters adding their bit to make the forthcoming eighth annual convention, slated to be held at the Edgewater Park, Miss., on April 3-4-5, a howling success were F. G. Prat, Jr., Prat-Aucoin Theatres, Vacherie, La.; E. R. Sellers and Milton Guidry, Yam Drive-In, Opelousas, La., and the Hub and Twin, Lafayette, La.; Teddy Solomon, N. Solomon Theatres, McComb, Miss.; and Jack O'Quinn, Kaplan, La.

Alabama exhibitors seen around were John Waterall, Mt. Vernon, and Al Morgan, Fred T. McLendon's Theatres, Union Springs. . . . Stevens Pictures and Tim Neely, 20th-Fox salesman, rate a thank you for their renewal subscription to MOTION PICTURE EXHIBITOR.

It was a happy birthday for Mrs. Jack Auslet, one that will be remembered a life time as the Women of The Motion Picture Industry presented her a gilded



Governor Robert F. Kennon, Louisiana, was recently made the first honorary member of Variety Club, Tent 45, New Orleans, and is seen here with Chief Barker Page M. Baker.

inscribed card, "Honorary Member." Thank you, ladies. It was a delightful surprise.

The first drive-in in southwest Alabama, built in 1942 by Paramount Richards Theatres, is on the road to oblivion. Mike Ripps and Ed Fessler, the present owners, who have owned and operated it for the past two years as the Savoy 45, have engaged a wrecking crew to tear it down and have the complete equipment up for sale. . . . Frank Ziegler, Dixie Films pilot, was on a week's selling trek on the Gulf Coast.

Mississippi exhibitors here to confer with their buying and booking representative, Theatres Service Company, were C. H. "Preacher" Crossley, Ritz and Royal, and Robert DeGray, manager, W. S. Taylor's Arabian and Strand, Laurel. . . . John Dumestre, Jr., president, Southeastern Theatre Equipment, returned to Atlanta after a week's stay here, combining business with pleasure.

Claude Bourgeois, UA salesman in upper Mississippi and western Tennessee, will waltz down the aisle with Lorraine Lacour in St. John's Church, Arabi, La., on April 23. . . . Urban and suburban exhibitors making the round were Frank Lais, co-owner, Lakeview and Fox indoor theatres and Algiers Drive-In; Lyall Shiell, S. E. Mortimore, and Frank Olah; Gene Calongne and Jules Sevin, Bell; J. A. Parker, Gordon, Westwego, La.;



While on a recent national tour on behalf of Warners' "Battle Cry," author Leon Uris visited New Orleans Warner exchange and is shown, left to right, with W. O. Williamson, Jr., southern district manager, and Lucas Conner, New Orleans branch manager.

Mrs. Bertha Foster, Violet and Port Sulphur, La.; H. H. Greenlin, Avenue; and the Corte brothers, Sam Laurel, and Phillip, Garden.

George Pabst, UA district manager, was a caller at the Dallas branch. . . . Reverend Father Benoit, pastor of St. Thomas Church, Point A La Hache, La., was at Stevens buying and booking 16 mm., as was Mrs. Laura Courville, Chataignier, La.

The Fox has been purchased from Fox Theatres, Inc., for $100,000 by Fox Theatre Enterprises, Inc., represented by Frank Lais, Jr., S. A. Wright, and Louis Dugas, owners. A 32-year lease on the land was also consummated at the same time. Lais and Wright own the Lakeview and Algiers Drive-Ins.

L. J. Brun, Apex, Lumberton, Miss., called on his buyer and booker, Russell Callen, Associated, as did Irving Zeller, Gonzales Drive-In, Gonzales, La. . . . Curley Robin, Breau Bridge, La., who has been operating a 16mm. theatre in Lake Catahoula, La., for the past four years, is converting it to 35mm.

The steady flow of visitors from all parts of the country arriving here daily the past month or so for the Mardi Gras and the hundreds of pre-carnival spectacle aspects including the 70 odd formal masked balls, the 20 parade pageants, 12 daytime and eight night affairs, boosts theatre attendance in the business section and along the parade routes, but deals a staggering blow to neighborhood and drive-in theatres, weather changes have also hurt.

The Tiger was robbed of $15, mostly from a soft drink machine, and an unsuccessful attempt was made to open the theatre's safe, which bore evidence that it had been tampered with. Officers found a screw driver, some drill points, and a puncher in the office which were reported stolen from a nearby service station. Manager Karl Williams notified the police.

The management of the Skyvue Drive-In believe it has hit upon a real system to catch up with admission fee evaders. When a lone person in a car enters, the gate attendant secretly takes the license number of the car, phones it to the various attendants stationed in the area, who'll be on the lookout for hidden moochers.

Allied Theatre Owners of the Gulf States will hold its eighth annual convention at the Edgewater Gulf Hotel, Edgewater Park, Miss., on April 3-4-5. Ed Ortte, chairman, urges that all interested make their reservations early.

George M. Leppert, president, Commando Films of Texas, Inc., the new name for the recently organized independent producing company, returning after flying to Madrid, Rome, London, Algiers, and Tunis, says he has contracted with Bob Alda and Milly Vitale for his production,"Accent Spain," which will be filmed in Spain. He also ticketed Ruth Rankin as musical director and Lee Garmes, chief cinematographer of



Members of the crew, Tent 33, Variety Club of Miami, Fla., are seen recently taking the oath of office at the installation dinner. From left to right are Sid White, Lee Ruwitch, Stanley Stern, Sonny Shepherd, Hal Kopplin, Henry Neyle, and Sandy Bronstein. On the right Sidney Meyer and Mitchell Wolfson, Wometco Circuit, are seen receiving the Tent 33 Good Samaritan Award from Chief Barker Maury Ashmann. The affair was one of the most impressive in the Tent's history.



"Gone With The Wind," as cameraman-director.

Mr. and Mrs. Claude Darce and mother, Mrs. William Kreisle, New Opera House, Morgan City, La., were in on a combined business and pleasure trip.

A. L. Royal and T. V. Garraway, chief stockholders in Panaramo Pictures, Inc., are in Hollywood lining up the cast, technicians, and camera crew for their second production, "Birthmark," which like their original, "Jesse James' Women," will be entirely filmed in Mississippi, starting about mid-March. Preparations of scene and dialogue script of their third movie, "Lasca" is also underway. . . . Floridians in buying and booking were Tom Barrow, Fort Walton and Crestview Theatres; Neal Robinson, operating in Crestview, Valparaiso, and Niceville; and Jimmy Tringas, Tringas Theatres, Fort Walton.

Florida

Clearwater

Manager Foster Hawthorne, Capitol, has announced a "Miss Underwater!" contest which has spread to Tampa, Arcadia, Bartow, Bradenton, Lakeland, Plant City, and Sarasota, all in Florida. In cooperation with Walter Tremor, manager, Tampa, Tampa, Fla., the contest is being conducted to exploit first runs of "Underwater!" in the above cities. It was announced that the grand prize winner of the inter-city contest will be given a chance to join the professional chorus of feminine swimmers and divers who comprise the famous mermaid ballet at Weekiwachee Springs. The contest is being advertised by Peter Shaal, manager, Weekiwachee, and the theatre managers are planning to stage contests to decide winners from each city.

Miami

Members of the Wometco Old Guard, joined by other Wometco employees, made a joint donation to the John Elliott Blood Bank of Dade County. Over two dozen reported early in the morning to replenish the depleted Wometco account and then enjoyed a group breakfast afterwards. . . . Tony Martin and wife Cyd Charisse were hosts at a celebrity screening of Martin's latest film, "Hit the Deck," at the Beach, Miami Beach, Fla., for entertainers either vacationing or working in the area at that time. . . . Robert Francis made personal appearances at the Miami, Carib, and Miracle in connection with the opening of "The Long Gray Line."

Highlighted by the presence of Hollywood star Susan Hayward, 20th-Fox's CinemaScope production, "Untamed," was world premiered at three theatres. Debuting at Wometco's Carib, Miami, and Miracle, the drama, in which Miss Hayward stars with Tyrone Power and Richard Egan, was enthusiastically received by several thousand invited guests who filled to capacity the three theatres. Crowds jammed the downtown Miami section beginning in late afternoon to view a motorcade of celebrities proceeding to the gaily decorated theatres. By the start of the parade, extra details of police were required to restrain the throngs. With Miss Hayward were many figures from the entertainment world currently appearing in hotels and night clubs in this vacation metropolis. Leading civic, social, and business figures from the area also were in attendance. Celebrities entering were photographed by a corps of newspaper still photographers, newsreels, and were interviewed on TV and radio in special programs. Advance city-wide attention for the "Untamed" premiere was effected through an extensive program of activities arranged through the Chamber of Commerce. Scores of merchants were displaying posters announcing the opening; while night clubs and hotels also gave prominent space to other display material on the picture.

The Olympia reopened with "Battle Cry" and much festivities. Harvey Seeds Post of the American Legion had its band start off the ceremonies in front of the house and Sandy Wirth, Orange Bowl Princess and majorette, also performed. Bill Burns, popular local broadcaster, interviewed Mayor Abe Aronovitz, Major Albert Warner, and other notables, over radio station WQAM. Shortly thereafter, state festivities began with various civic and business leaders making an appearance, as well as Brigadier General W. C. Manley, commandant of the Marines at the Opa-locka base. The entire affair was filmed for showing over WGBS-TV.

Congratulations to the winners of Wometco's latest confection contest. Flyn Stubblefield and Dorothy Morrow in group two won the overall contest on the highest per capita sales increase as well as first place in the group. Flynn was at the Center during the contest period, although he was recently transferred to the Tower. Joe Fink and Ed Mitchell, Coral Way Drive-In, won in group one. Bill Goller and Mary Lawrence, Tower, won for group three. Goller was recently transferred to the Surf, Miami Beach, Fla. In group four, Margaret Hamm and Alice Terrell won first place for the Grand, West Palm Beach, Fla. Jack Fink and Sue Dick from the Park, Tampa, Fla., won first in group five.

Roger Doan is new in the Wometco advertising service division, replacing Murray Birchansky, who was transferred to the art shop upon the retirement of John Butler, artist. . . . Personal appearance of Robert Francis at each of the three houses was a feature of the opening of "The Long Grey Line" at the Carib, Miami, and Miracle. . . . "Khamishia," first film produced in Israel, was sponsored by the Greater Miami Chapter of Hadassah at the Cinema, Miami Beach, Fla. Florida State's publicity department held two special screenings, one for the Rabbinical Association and one for the Zionist organizations. It was reviewed by the Herald religious editor and received publicity in the Jewish Floridian.

Louisiana

Shreveport

Charter of incorporation has been granted Harrison-McElroy Theatres, Inc., motion pictures, listing capital stock of $10,000.

North Carolina

Durham

The Davidson, Davidson, N. C. was destroyed by fire starting in the boiler room and quickly spreading to other parts of the building. Some 200 persons who were in the house at the time escaped without harm. Frank Stowe, Cornelius, N. C., co-owner with T. S. Stowe, said the building was a "complete loss."

The concession stand at the Midway Drive-In was broken into and a quantity of candy, gum, and cigarettes was taken. Two juveniles later were picked up and a part of the loot recovered.

NEWS OF THE Territory

BRANCHES

Cincinnati

Policies and promotions of upcoming films were discussed at a three-day regional meeting of RKO officials in the Terrace Plaza Hotel, at which William Howard, New York, vice-president and general manager, presided. Others attending were Tom Crehan, Howard's assistant; Harry Mandel, national director of advertising and publicity; and house managers and other personnel from Cleveland, Columbus, Dayton, Grand Rapids, Cincinnati, and other cities. Changes announced in managing personnel were Edward McGlone, manager, Palace, here, becomes manager, Palace, Columbus, being replaced at the local house by J. Elwood Jones, former manager, Grand, here, where he is succeeded by Robert Rehme, former assistant. Robert Horton, former assistant manager, Albee, here, takes over management, Grand, Columbus, and Edward Beekman, back with RKO after completing his military service, becomes assistant manager, Albee, here.

P. and S. Operating Company, operating the nabe West Hills, has sued District Council 12, Brotherhood of Painters and Paper Hangers of America (AFL), for $50,000 damages, on a charge that the union conspired against the house because a maintenance man did the painting. The suit seeks to enjoin the union from picketing the house, representing directly or indirectly that the plaintiff is unfair to organized labor, or interfering or attempting to interfere with the rights of employers to use their employes to do painting work in Cincinnati and vicinity. The petition claims that the presence of the picket prevents the union projectionist from coming to work and forces the closing of the house.

While in Columbus, O., to attend an MGM Workshop, the entire staff of executives and house managers of the Chakeres Circuit, Springfield, O., held company meetings to discuss circuit policies and upcoming programs. . . . The Chakeres Circuit is installing CinemaScope equipment and wide screens in its drive-ins in Logan, Wilmington, and Celina, O., with completions scheduled for April 1.

After the Chakers Circuit staged well-attended kiddie shows on Washington's birthday in its Springfield, O., houses, it was faced with a worse-than-usual problem. Instead of the customary few dozen left-behind articles, mostly clothing, employes gathered up several barrels full, resulting in a feature story in a local newspaper. All artic'es unclaimed after 30 days will be given to the Salvation Army, but Chakeres officials were hoping mothers would claim most of their offspring's gear.

Recent business trips were made by Milton Gurian, Allied Artists branch manager, to West Virginia cities, and George A. Kirby, Republic branch manager, to Kentucky points. James S. Abrose, Warners branch manager, attended a district sales meeting in Atlantic City, N. J. . . . In on business were Milton Cohen, New York, UA eastern division sales manager; Clarence Hill, New York, in charge of branch operations for 20th-Fox; and Bernard Jacon, New York, vice-president in charge of sales, IFE.

Exhibitors in a book and buy were Fred Krimm, Roy Wells, C. S. Babalis, P. W. Suell, and Lou Wetzel, Dayton, O.; John Carey, Wheelersburg, O.; Asa Hay, Aberdeen, O.; Bob Harrell, Cleves, O.; Howard Shelton, Vanceburg, Ky.; Tom Sutton, Jr., Mount Sterling, Ky.; Frank Allara, Mattewan, W. Va.; John Goodno and Julian Silberstein, Huntington, W. Va.; Ross Filson, Point Pleasant, W. Va., Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; and Ray Woodward, Franklin, Pa.

Frank W. Huss, Jr., president, Associated Theatres, and Louis Wiethe, owner, Valley, attended the convention of the Independent Theatre Owners of Ohio in Columbus. . . . Lou Clemmer plans to have a new steel screen at his Miamisburg, O., drive-in ready for use by April 1. . . . Gene Lutz, Kentucky district manager, Chakeres Circuit, is vacationing with his family in Florida for several weeks. . . . Albert Laile, Sr., 75, manager for 25 years, nabe Park, until his retirement three years ago, and his wife, Louise, celebrated their 50th wedding anniversary.

Faye Bastin, student in a local charm school, will go to Hollywood for a screen test. She was chosen "Miss Battle Cry" in a beauty contest to bally the Warner film at the downtown Albee. . . . New on Film Row are Dorothy West, MGM billing department, and Ruby Flemming, Paramount ledger clerk. . . . Ray Russo, 20th-Fox Kentucky salesman, is the proud father of a baby girl. . . . Betty Turner, Paramount booker, was ill. . . . Ruth Rudin, U-I receptionist, visited with relatives in Trenton. N. J. . . . Mrs. Julia C. Cummins, 89, mother of Mark S. Cummins, local exhibitor, died.



Frank Upton, right, midwest division manager, Cinerama, was interviewed by Ross Mulholland, station WWJ, during the recent premiere festivities at the Music Hall, Detroit, of "Cinerama Holiday."

Cleveland

Ohio Governor Frank J. Lausche has issued an official proclamation designating March as Go To The Movies Month and Cleveland's Mayor Anthony J. Celebrezze has issued a local official proclamation designating it as movie month here. This is said to be the first time that such official recognition of the industry has ever been made. Governor Lausche states that the theatres of Ohio represent an important and unique activity, not only as progressive business enterprises but also as a community service. Mayor Celebrezze lauds local theatres for their contribution to the welfare of the community.

John Selby, president, Selby Industries, Inc., Akron, O., manufacturer of all-steel screen towers has contracted for five more installations. They are for J. M. Simler's National Outdoor, Cumberland, Ind.; Wilder's Drive-In, Norfolk, Va.; Ralph Lawler's Drive-In, Peoria, Ill.; the Cruise-In, Miamisburg, O.; and Trueman Rembusch's outdoor theatre at Columbus, Ind.

When Jack Armstrong recently showed "This Is Your Army" at his Paramount, Toledo, O., he had as his guests leading civic and military dignitaries. Among them were Toledo's vice-mayor Ned Skeldon, Colonel Robert G. Baker, commanding officer, Rossford Ordnance Depot, and G. Wilfrid Hibbert, chairman, Chamber of Commerce military affairs committee.

Jerry Steel, owner, Apollo, Oberlin, O., and also of several outdoor theatres in this area, is just back from a west coast trip. He was on Film Row with his son, Sandy, whose twin brother, Bill, now stationed at Fort Benning, Ga., will be back in civilian life in about three months. . . . Several hundred persons filed out of the Garden one night when a fire in a ventilator interrupted a showing of "Hell's Outpost." When the fire was extinguished, all of them filed back into the theatre and the film was resumed. Damage was estimated at about $1,500, confined to the air system and the men's room.

A theft was reported this week so unusual that it made the front page of The Plain Dealer. Someone broke into the Astor during the night and walked out with a 50 foot strip of aisle carpet and a candy bar. . . . Joe Leavitt, projectionist and charter member, Local 160, IATSE, is a patient in Mt. Sinai Hospital.

Marvin Frankel, owner of three theatres in Elyria, O., has been nominated for a Republican seat in the City Council. An active member of the board of directors, Independent Theatre Owners Association, and a member of the Masonic Order, Kiwanis, Elks, Moose, and Grotto, Frankel believes it is important to assume responsibility for government on all levels.

Variety Club, at its last board meeting, voted to hold a benefit preview show at the Fairmount on March 22 to raise

funds for the Cerebral Palsy Foundation School of Cleveland, of which it is a sponsor. Tickets are scaled at $5 for patrons and $1 general admission.

A son was born to the wife of Paramount branch manager Harry Buxbaum in St. Luke's Hospital. He is their third child and second boy. . . . Cleveland Cinema Club held its February meeting in the Higbee Lounge. Program chairman Mrs. William Roger Thomas arranged a patriotic meeting in honor of George Washington. Mrs. Marie Jackson, club president, presided.

In Toledo, O., death claimed Vincent Badman, 95, father of Millard Badman who has, for more than 30 years, been the projectionist at the Royal, a Smith Beidler Circuit house. The deceased, a retired carpenter, made hitchhiking his hobby. For his 92nd birthday he hitchhiked from Toledo to St. Petersburg, Fla. Previously he had taken the same method of travel to Texas. Surviving are another son and a daughter.

P. E. Essick and Mrs. Essick, Modern Theatres, are planning to leave for their annual Florida vacation. . . . W. C. Kunzman is an almost daily visitor on Film Row. A former National Carbon Company representative, now retired, he still wants to keep his finger on the pulse of the industry.

Detroit

Pierre LaMarre and Bob Parsons launched the Detroit Theatre Club and have got it off the ground in good shape. Plans now are to acquire a theatre building for operations. . . . Fred Walton, who has been out in Hollywood for the last four years, has returned to manage the Loop for Alex Schreiber. . . Michigan Allied met at the Statler with 400 members attending the two day session. The first day was the MGM Workshop with speakers. Coca-Cola sprung for the lunches. The second day, a film on toll-TV was shown. Opinion was against federal control of toll-TV. Newly elected board is Irving Belinsky, Emmet Roche, Ed Johnson, B. L. Kilbride, Adolph Goldberg, Frank Forman, Mrs. Delores Cassidy, Walter Fisher, William Rice, R. J. Ashman, John Tate, Richard Spangle, Milton Lorden, William Welsman, Robert Tuttle, Howard Sharpley, Eltim Samuels and Robert Newman. Officers for the coming year are Alden Smith, president; Pearce Parkhurst, first vice-president; John Vlachoe, second vice-president; William Westman, treasurer; and William Clark, secretary. A new membership plan will supplant the old 10 cents a seat dues levy with a three price range broken into first, second, and third run house groups.

Bert Schoonmaker, who books for the World, Toledo, O., and operates the Clark Lake, Mich., Pleasant View Hotel, has also taken himself a salesman's job with an auto agency. . . . The Michigan Showman's Association has awarded U. S. savings bonds to Joe Crognale and George Filidis in the $100 class, Joseph Spingate, $200. . . . Edward Wrona replaced Walter Janice as West End manager. . . . The new drive-in at



Barbara Rush recently visited Detroit on behalf of the advance promotion of U-I's "Captain Lightfoot" and is seen here in the office of Joe Rosen, U-I district manager, surrounded by members of the Detroit exchange.

Monroe, Mich., being built by Joe Denniston, will carry the family name. . . . The family of the late Bogar and Garden owner, William Thick will retain control of the houses. . . . New student booker at U-I is Walter Zemmol.

Indianapolis

L. J. McGinley, general manager, Fourth Avenue Amusement Company, Louisville, Ky., was the guest speaker at the Downtown Kiwanis Club, Indianapolis. His topic, "A New Slant on the Motion Picture Business," was very well accepted. Claude McKean, a member of the organization, also had as his guest, Dale MccFarland, Geater Indianapolis Amusement Company; Bob Jones, Affiliated Distributors; Rex Young, Y. and W. Circuit; Bob Conn and Herman Hallberg, 20th-Fox; Russell Brentlinger, R. R. O. Pictures; and Barney Brager, manager, Republic.

Edward Spiers, Allied Artists manager, here, has returned from a three-week stay in the hospital. . . . Lou Siebert, Allied Artists representative, reports great interest being shown in the Billy Graham short subject being currently released in this territory. . . . Paramount employes held a farewell party for Jimmy Smith, veteran salesman, who resigned to accept the position of the managership, Twin Drive-In, here. . . . Many of the drive-ins here had a Feb. 25 opening date, the earliest on record. . . . Manager Howard Rutherford, Loew's, scheduled the city's first test of Cartoon-O-Rama for a Saturday morning children's show.

Charles J. Niesse, retired theatre manager, 86, died at his home. . . . J. B. Sconce sold his Community, Greenwood, Ind., to Carl G. Carter. . . . Harry Palmer, Indiana exhibitor, is resting at Ball Memorial Hospital in Muncie, Ind., where he is being treated for a heart ailment. . . . Manny Marcus has returned from a visit in Florida. . . . Republic will move its offices to 408 North Illinois Street, and its shipping will be done by States Film Shipping Service.

The Royal, Evansville, Ind., closed. . . . Charles Bowles is now operating the Drive-In and Logan, Russelville, Ky. . . . R. O. Clark is now operating the Star, here. . . . Division manager T. O. McCleaster was here reviewing the salesmen's accounts with each man.

Contract clerk Loyce Cooper left on vacation from 20 h-Fox office and attended the Mardi Gras, New Orleans. . . . Branch manager R. L. Conn has been designated chai man of the local exchanges for the worthy causes sponsored by the motion picture industry. . . . George Landis, Amusement Enterprises, is vacationing at Miami Beach, Fla. . . . Republic had open house in its new quarters at 444 North Illinois Street. . . . William Conway, operator, Irving. Cannelton, Ind., has installed Cinema-Scope. . . . The Franklin, Greensburg, Ind., has installed CinemaScope. . . . From reports here, the Will Rogers Memorial Hospital Salute was 30 per cent ahead of last year.

Ray Thomas, U-I salesman, who has been hospitalized for several months, has returned to his post on the sales group. He is looking fine and all his friends are glad to see him on the job. . . . Exhibitors seen on Film Row were R. L. Hudson, Jr., State, Richmond, Ind.; Matt Scheidler, Hartford, Hartford City, Ind.; Charles Bowles, Russellville, Ky.; William T. Studebaker, Logan, Logansport, Ind.; John Micu, State, Fort Wayne, Ind.; A. L. Borkenstein, Wells, Fort Wayne, Ind.; and Nick Paikos, Tipton, Indiana.

Jack Safer, Safer Films Distributors, has been named sales representative for the area by Louis de Rochemont Associates for "Martin Luther."

Pittsburgh

After 16 years with National Screen Service and close to 40 years in the business, William A. V. Mack, has retired. He is 68 and has gone to live in Syracuse, N. Y., where he will be happy to greet his legion of friends.

Mr. and Mrs. James Work, New Martinsville, W. Va., indoor and outdoor exhibitors' returned from a vacation in Florida. . . . Allied MPTO of Western Pennsylvania plans to stage a convention here at the Roosevelt Hotel March 21-22. This will be the first time in years that a meeting of this sort will be held. . . . The Metropolitan is being converted into a store room. Theatre closed last year.

Izzy Segal, Granlee, Inc., booker, was in from Philly. He made the rounds accompanied by Sam Gould, local district manager, who headquarters at the Strand Greensburg, Pa. . . . Bob Folliard, RKO district manager, was here on business conferring with local branch manager David C. Silverman. . . . Harry Thomas, manager, SW Schenly, became a hero when his cashier buzzed him while she was being held up by a local hoodlum. He chased the hoodlum and with the help of a boxer dog in a nearby parking lot was able to nab and hold him until the police arrived.

Arthur Blake's one man show premiered at the Mishler, Altoona, Pa., which marked the theatres 50th anniversary. . . . Jack Devine, retired playwright and actor, who worked for Tom-



MGM's recent Detroit Workshop held at the Statler Hotel drew one of the most outstanding exhibitor gatherings on record with 343 attending from the Michigan area and Canada. Seen in the usual, left to right, top to bottom, order are a general scene of the session; Lou Marks, MGM Detroit branch manager, who played host along with John J. Maloney, central sales manager; Maloney; Garfield Cass, Toronto branch manager, who played host to the Canadian exhibitors; John Vlachos, president, Michigan Theatre Owners Association; Harold Brown, president, United Detroit Theatres; Ernest T. Conlon, executive secretary, Michigan Theatre Owners Association; Chester Friedman, press representative, MGM, Canada; Emery Austin, director of exploitation, MGM; and Charles Dietz, MGM field press representative in Detroit.

my Cowell, Lakeside-Drive-in, Erie, Pa., passed away recently. . . . Albert Kane, East Liberty, has joined the local 20th-Fox branch here as a student booker.

State, Johnstown, Pa., presented flyback paddle balls to each kiddie in attendance at a Saturday morning kiddie show. . . . State, Charleroi, Pa., made a special tie-up with a jewelry store, the award being a $200 ring, for its showing of "The Barefoot Contessa."

With the closing of the Lou Hanna office, Mary Jane Moon will no longer be seen on Film Row. Geraldine Bendig switches from Hanna to Paramount. It is rumored that Allied MPTO will move into the former Lou Hanna offices. . . . Rannalli's Drive-In, Glenshow, Pa., has built a new kiddie attraction for this year's patronage. A tractor trailer has been rebuilt into a kiddie train, which will consist of engine, coal car, and coach, seating 25.

Willia Mae Gill and Richard Jarvis, both well known employees at the Skyline Drive-In, Clarksburg, Pa., were recently married in Rivesville. Bridegroom is a son of Mr. and Mrs. Forrest Jarvis, oldtime exhibitors, now on tour with their magic act known as "Jarvis the great and Princess Louise."

Rocky Serrao, Ford City, Pa., indoor and outdoor operator, was in a recent auto accident. His only injury was losing several front teeth. . . . Andy Battison was soliciting advertisements for the local Allied MPO meeting which opens here in March. Following this assignment, Andy will return to an executive post with the Pennsylvania Department of Revenue. Recently Andy operated the closed Springdale, Pa. theatre.

Alex Christy, 29 year old projectionist, has invented a self-lighter built into cigarets. After years of experimentation, he has come up with a "dope" that is tasteless and odorless. It will be called Stike-A-Lite, and Kuni Kuneff, Jr., will be his representative internationally.

The niece of Oscar Steffel, Lock Haven, Pa., exhibitor, was severely injured recently on her returning to school at Penn State College, when the car she was riding in skidded and hit a tree. A roommate of hers, also from Lock Haven, and the driver of the car were instantly killed. . . . Reports from Florida are the veteran exhibitor Mike Manos is in good health again. His son, Alex, was back home after surgery in a Philadelphia hospital.

Sol Perilman, Rivoli, Altoona, Pa., had a special kiddie matinee on Washington's birthday, presenting an entire noon show just for kids, which consisted of eight cartoons and a "Bomba" jungle picture to excellent business. . . . Harold V. Cohen, who just returned from Hollywood where he received the Screen Directors Guild Award for being the top critic of this nation, is now writing a series of articles on his and Mrs. Cohen's activities in that land of make believe.

Mr. and Mrs. Gene DeFallo, former Lumberport, Pa., exhibitors, now are operating the Balifix Drive-In, Pensacola, Pa., as theatre manager and concession manager. . . . The Grafton Drive-In will be booked this season by Gray Barker, Clarksburgh, W. Va. . . . Geraldine Casale resigned at Paramount to await Mr. Stork.

Ambridge, Pa., area drive-ins have kept their names before the public during the off season by advertising support to public service organizations. . . . The State, Bellwood, Pa., has cut out his Monday-Wednesday change and will only operate one change per week. . . . William Hansmeir, Sun, Altoona, Pa., was in Spokane, Wash., visiting his parents. His wife, the sister of George McFadden, Rialto, Renovo, Pa., took over during his absence. . . . Drew Kolb, Milheim, Pa., exhibitor, has brought in a TV cable to this town and beside running the theatre, will also operate the cable.

Ted Manos, son of Mike Manos, pioneer circuit exhibitor, left for Allentown, Pa., and his other son, Alex, left for Florida. . . . Dave Leff, IFE representative, was here. . . . Harold S. Eskin, who recently acquired eight local area theatres under lease from the Stanley Warner Circuit, via divorcement, was a visitor.

Slot machines have been ruled out of Pennsylvania for the coming four years of Democratic administration and the familier cry of "Bingo" will be stilled for the duration. Many theatres using this type of attraction will be forced to stop in the exchange area.

Sam Pace, Ray Showe's Theatre Candy Company, has completed a course of refrigeration and will be able to offer a complete service for drink dispensers,

etc. . . . Leonard Mintz, former UA branch manager, and now with the Buena Vista Company, was in setting up deals and playdates on "20,000 Leagues Under The Sea." The RKO screening room has installed an anamorphic lens. . . . Mr. and Mrs. Herman Lorance, former Erie, Pa., theatre owners, are now in California at the home of their son.

The boiler at the State, Vintondale, Pa., exploded recently, but luckily the theatre was not in operation this night. It was necessary to close the theatre for several weeks while a new boiler was being installed. . . . The Oaks, Oakmont, Pa., has been renovated, and all seats have been reupholstered in crushed nylon with gold threads. The floors were repainted and a new concession stand installed.

Ohio

Columbus

Exhibitors who served as panelists at MGM's Ticket-Selling Workshop at the Deshler- Hilton Hotel, set by Mike Simons, director of customer relations, included drive-in specialist James W. Gaylard, Jr., operator, Star-Lite Drive-In, Troy, Ala., one of three situations controlled by Troy Drive-In Theatres, Inc., who conferred with MGM's Jack Sogg, Cleveland branch manager; Edwin M. Booth, Cincinnati manager; and central division sales manager John J. Maloney. Conrad Brady, director of advertising and publicity, Interstate Theatres, Houston, was another newcomer to the Workshop program at Columbus. Ivan D. Anderson, owner, Liberty, North Wilkesboro, N. C., and Jack Bruno, city manager, Cooper Foundation Theatres, Pueblo, Colo., both of whom appeared as Workshop panelists at Jackson, Miss., and Memphis late in January, repeated as panelists at Columbus. Representing the broadcasting industry at Columbus was Nate Milder, director of sales, WHIZ, Zanesville, O., TV station, who was enlisted by Simons with the cooperation of Joseph Scanlan, manager, Shea's Liberty, Zanesville. Recruited as newspaper advertising panelist for theatre advertising, Jack Lake, advertising manager, The Lancaster, O., Eagle-Gazette, was heard at Columbus.

C. Harry Schreiber, RKO city manager, will close 26 years in show business when he leaves to enter his parents' wholesale tobacco and candy business in Chestertown, Md. Schreiber came to Columbus in December, 1933, as manager, RKO Palace. He started his career with RKO in 1929 at the Fordham, New York. Later he was with RKO houses in Washington and Cincinnati before coming to Columbus. From 1944 to 1947 he was assistant district manager for RKO in Chicago and RKO city manager in Cleveland. No successor has been named.

The In-town Auto Theatre, under construction in suburban Whitehall, O., is expected to be opened March 10 with Lou Holleb as manager. The new auto theatre will be the first in central Ohio to be equipped for CinemaScope and theatre television. Jerry Shinbach, RKO division manager in the Chicago area, has resigned that position to become president and general manager, Monarch Theatres, owners of the Intown. The new circuit also owns the North Flint Auto Theatre, Flint, Mich.; the East and Dixie Auto Theatres, Louisville, Ky.; and the 105th Street indoor theatre, Cleveland. Shinbach was manager, RKO Palace, from 1944 to 1947.

Mrs. Max M. Williams, Royal Oak, Mich., national president, Federation of Motion Picture Councils, Inc., was guest speaker at the 25th anniversary luncheon meeting of the Columbus and Franklin County Motion Picture Council at the Deshler-Hilton hotel.

Robert Wile, secretary, Independent Theatre Owners of Ohio, announced the signing of two new members of the organization, Mrs. Lauradell Dugle, Lyric, Manchester, O., and Robert Strauss, Camargo, Madeira, O.

Frank Wallar, 69, night superintendent at Loew's Broad, died at his home. He is survived by his wife, a son, a daughter, a step-son, and a sister. Burial was in Lancaster, O.

Ohio Censor Defends Board Over 12 Year Operation

COLUMBUS, O. — Ohio's film censorship is not "the big bad wolf" that some critics claim, said R. M. Eyman, state director of education and chief film censor. The director used a report of film censorship covering a 12-year period from Jan. 1, 1943, to Jan. 1, 1955, to support his statement.

The report, compiled by the state division of censorship, showed a total of only 68 film rejections in the past dozen years. Eyman said the board reviewed 20,517 films during that period. Eliminations were ordered in 1,616 films.

The division has not been reviewing films since Dec. 1 last year, when the Ohio Supreme Court ruled the censorship law was "unreasonable and unlawful."

An explanation for each of the 68 films rejected was given in the Eyman report. The director said most of the rejected films "tended to incite crime or had obscene scenes." He indicated a steady increase of foreign films exhibited in Ohio was presenting additional censorship problems. He said that during the last fiscal year, 36 percent of films received in the state were foreign language features.

The report showed that films concerning the use of marijuana and habit-forming drugs had been banned because of the increase in juvenile delinquency. Eyman said that some cases of delinquency were directly attributable to ideas received from such films.

Among the better-known of the 68 banned films are "The Miracle," "M," "The Outlaw," "The Moon Is "Blue," "We Want a Child," "Mom and Dad," "My Life" (formerly "Ecstacy"), "Kiss Tomorrow Goodbye," and "Devil in the Flesh."

Three men charged with conducting a bingo game for the benefit of Our Lady of Peace Church were held for the grand jury following a raid by sheriff's deputies. Arrested were James Hite, Jack Jule, and W. J. Bentz. Attorney Roland G. Allen said he hoped to make a test case of the arrests. Allen said the church operated the game because it feels bingo is legal under state law but not under city ordinance. The hall raided is just north of the city limits. Allen pointed out that profits from the game are used solely for charitable purposes and that the church feels it has a legal right to operate under that basis. About 150 persons were in the hall when the raid was held.

In Port Clinton, O., the three per cent admissions tax has been repealed, and the City Council of Washington C. H., O., has suspended the admissions tax for one year. . . . In Archbold, O., Robert Wile, secretary, Independent Theatre Owners of Ohio, will speak before the Archbold Rotary Club on March 4.

Edward Foree, manager, RKO Grand, has been transferred to RKO Brandeis, Omaha. Foree has been with the RKO organization for 23 years at threatres in New York, Brooklyn, and Chicago. His successor has not been named. . . . Friends and associates of C. Harry Schreiber, retiring RKO city manager, gave him a farewell party. He will leave soon to take over operation of his parents' wholesale candy and tobacco business in eastern Maryland.

C. G. "Dutch" Littler, who was manager, Majestic, here when that theatre was closed to made way for a storeroom, is back in Columbus as manager, Neth's Cameo. For the past five years Littler has been associated with Mid-States Theatres and S. and S. Theatres in Cincinnati.

Mayor George V. Wing, suburban Worthington, O., has appointed a committee, including one councilman, to made a study and report a recommendation for handling charity bingo in the village. . . . Mr. and Mrs. Ed Widaman, trainers of the baby elephant, Dorothy, brought the tiny pachyderm here for appearances in connection with the showing of "Jupiter's Darling" at Loew's Ohio. . . . Jack Dolde, assistant manager, Loew's Ohio, has been transferred to a similar position at the Twin-Oak Drive-In at Oak Lawn, Ill., recently acquired by Loew's Theatres.

Portsmouth

Scioto County Sheriff Burl Justice closed the Chez Parce in nearby Wheelersburg, O., scene of a big bingo operation, on orders initiated by Governor Frank Lausche, who has been displeased because of the failure of Scioto County officials to act. Pickaway County Judge William Radeliff granted a temporary restraining order against the place, after he was assigned to the job by Chief Justice Carl V. Weygandt, Ohio Supreme Court. Judge Radcliff said he will set a later date on a hearing to decide whether the injunction closing the Chez Parce should be made permanent.

NEWS OF THE Territory

Chicago

The recent world premiere of U-I's "Captain Lightfoot," McVickers, was the subject of a full page full color newsprint advertisement in the Chicago Tribune. This was the ninth time in less than three years that the impact of newsprint color has been utilized by the motion picture industry to spotlight the announcement of a film opening in Chicago.

Herbert H. Greenblatt, RKO's domestic sales manager, arrived for a week of meetings with sales personnel in the area concerning booking of "Underwater" and to plan for the forthcoming releases of "Escape To Burma" and "Rage At Dawn."

Variety Club held its installation of 1955 officers and crew on March 7 at the Congress Hotel. There was a dinner and smoker, cards, and good fellowship. Pre-dinner drinks and hors d'oeuvres was on the club. Noted guest speakers were Leo Fischer, Chicago American sports editor, and Abe Saperstein, owner and coach, Harlem Globetrotters.

Chief Barker Jack Kirsch, Variety Club, called upon the membership by letter for contributions to Brotherhood Week, Feb. 20 to 27, which was sponsored by the National Conference of Christians and Jews. Kirsch termed the Conference "one of the important organizations in the amusement industry."

Amicable meetings by exchangemen and the Colosseum of Motion Picture Salesmen, lasting for several days, were held over the Colosseum's expiring contract.

Theatreman Leo Salkin received plaudits for lining up talent for the City of Hope telethon. . . . Wilbur Albright, Varsity assistant manager, who is nearing his 14th year with B and K, is looking forward to April when he'll spend a vacation with friends in Beverly Hills, Calif.

Miss Ethel M. Robinson, 73, talent scout for many years, died. . . . Leon Uris, author of "Battle Cry," related here that four publishers turned down his story which eventually became a best-seller and a boxoffice hit for Warners. . . . Robert Davol Budlong, 53, head, design firm bearing his name, died.

Many are mourning the demise of William (Biggie) Levins, 49, talent scout, who started many stars on their way. . . . Jack Kirsch, Allied president, gave a testimonial dinner, attended by 25 leading theatre owners, for theatre attorney Seymour F. Simon, candidate for alderman of the 40th ward. In the meantime, Jacob M. Arvey, political chieftan, has thrown his full support to Simon.

Among those attending the installation of Milwaukee Variety Club's new crew, were Johnny Jones, Sam Levinson, Irving Mack, and Nat Nathanson. . . . Eddie Seguin, B and K publicity, and his wife, Virginia, went to Florida for a visit with her folks.

Arthur G. Struck installed a widescreen in his Arlee, Mason City, Ill. . . . Fire inspectors closed the Playwright, experimental house, until an aisle was widened and an exit marked. . . . President D. L. Kroehler, movie seating firm, kept a close watch on reports from the Nevada desert where one of his six houses near the atom test site is loaded with furniture.

Two eminent ex-Chicago movie men, Jack Hunt, theatre owner N. S. Barger's right-hand-man, and Ray Carsky, his son-in-law, who was a B and K executive, have just purchased the Trail Drive-In, Sarasota, Fla. . . . The rapidly increasing ranks of Jack Kirsch's Allied Theatres of Illinois has been enhanced by Lou Consago's McHenry, McHenry, Ill., and Indiana houses Northside and the Tivoli, Mishawaka; Avon, Colfax; Moonlite Drive-In, South Bend; and the Starlite Drive-In, Osceola, all of which are operated by Lou Cochovety.

Hiding in the balcony of the Beverly until after closing, two men pulled pistols on janitor Adolphus Worsham, 46, put a pillow slip over his head, tied him with rope in the office and rifled the safe to get $400. The janitor freed himself after 45 minutes and called police. . . . L. H. Jones was named State manager, Roseland, Ill. . . . Assistant manager Jerry Cohen was transferred by B and K from the Uptown to the Chicago.

Jerry Marks, Uptown and Sunset Drive-In, had some caustic remarks about the weather when he ran into a blizzard on his return from Florida. . . . Dorothy Malone had a big "hello" for everyone after flying in for personal appearances during "Battle Cry" at the Chicago. . . . Benjamin M. Montes bought the interest of Howard F. Busey in the El Fran Theatres, operaters of houses in Benton, Jacksonville, and Merion, Ill.

Eddie Seguin, B and K publicist, postcards from Miami, "They have a new slogan down here: Keep Florida Green —Bring Folding Money!" . . . A "for rent" sign accidently appeared on the RKO building. It should have been placed on the property next door. . . . Mrs. Bill Humphrey, wife of the publisher, is doing well after an emergency appendectomy. . . . John Balaban, B and K chieftan, and his wife, returned from a Havana vacation.

Jack Kirsch, president, Allied Theatres of Illinois, who was Cook County chairman for the 1955 Polio fund raising campaign, announced that collections of $21,204.90 were 10 per cent above those of last year. Commenting on the contributions by movie patrons, Kirsch said, "The motion picture theatres in the Cook County area can feel proud of this achievement as this very substantial amount of money will help the National Foundation for Infantile Paralysis in its goal of licking polio. I wish to thank the thousands of theatre patrons who contributed so generously, the theatre circuit heads, the individual theatre owners and managers for the very fine cooperation given me in this important effort and I particularly wish to pay tribute to the many splendid volunteer women who did such a magnificent job in helping the theatres raise this very substantial sum of money for the March of Dimes."

U-I placed ads for "Six Bridges to Cross" in the news pages of the dailies, rathen than the amusement pages, as an appeal to those who may skip the movie section. . . . Theatre attorney Thomas C. McConnell went to New York on a Zenith patent case. . . . Dave Williams was named Ridge manager, Roseland, Ill.

Dallas

Fifteen theatres have joined in the Oscar race, sponsored by Texas COMPO, which will give season movie passes to persons guessing correctly the six major winners of Academy Award Oscars. Contest blanks are available in the 15 theatres. The entries will be taken thru March 30, at which time the Oscar winners will be announced via television. Dallas theatres participating include the Major, Crest, Big D, Arcadia, Buckner, Northwest Highway, Hampton Road, Garland Road, Denton Road, Maple Samuels, Lone Star, Chalk Hill, Granada, and Peak. To win the season pass, contestants must guess correctly who will receive the Oscars in the best picture, best actor and actress, best supporting actor and actress and best director cate-



MGM's newest starlet Anne Francis, who appears in "Bay Day At Black Rock," has been touring the country on behalf of the picture, and is seen here on a visit to the Denver MGM exchange. The picture opened at the RKO Orpheum.

gory. This is part of a campaign of nation-wide effort by COMPO to arouse interest in the Academy Awards and motion picture industry. . . . The new girl Friday in the office of Joe "Kernal" Caffo, Frontier Theatres, is Shirley Sanders.

A Golden Jubilee banquet honoring Claude C. Ezell for his more than 50 years in show business will be held in the Crystal Ballroom of the Baker Hotel tonight. His many friends in all phases of show business, including distribution and production executives from all parts of the world, have indicated they will attend. Although Ezell's colorful career may have been rough at times, it was never dull. More than 50 years ago he left his home town of Mexia to travel with the Wallace Brothers Circus. His goal was to become a bareback rider, but instead he became one of the daring young men on the flying trapeze. He had become familiar with most of the circus acts before he began to interest himself in the new medium, motion pictures. He had met Bill Selig, one of the film industry pioneers, who was showing these jumping pictures at fairs, carnivals, and amusement parks. So he finally bought several films and jumped successfully into showing of pictures in halls, schools, etc. After showing these films for approximately five years, moving from town to town, he opened the Bass Film Company, New Orleans, a company which rented the film to regular theatres, buying them from such producers as Biograph, Pathe, etc. This was the beginning of film distribution as we know it. Ezell later moved to Dallas as southern division manager, General Films Company. After a short while he opened an office for Lewis J. Selznick, father of David O. Selznick. Ezell became division manager and later the assistant to Selznick in New York. Moving up the ladder in distribution, he then became branch manager and later divisional manager for Warners. He returned to Dallas and with the late W. B. Underwood, bought the franchise for distribution of Monogram pictures in this territory. After several successful years, they sold the franchise back to Monogram and purchased the Republic distribution franchise. After successful years in distribution, Ezell and Underwood decided to pioneer the drive-in field. The vision of Ezell in this new field brought handsome rewards and new audiences to the ever-expanding motion picture industry. He was one of the founders of the Variety Club of Dallas and is a past chief barker. He was former president and honorary life member, Texas Drive-In Theatre Owners Association. Ezell was the president and founder, International Drive-In Theatre Owners' Association. He is an active executive board member, Texas COMPO, and other groups.

Jerry Silver, local theatre owner, has filed as a candidate for the City Commission of Grand Prairie. . . . John Rodgers Moroney, 55, former executive, Interstate Theatres, was killed in a fall from the 11th floor of the Santa Fe Building Annex. A verdict of suicide was given.

Andrew M. Sullivan, Jr., city manager, Dixie Drive-In Theatres, Savannah, Ga., will be one of the guest panelists at MGM's Ticket Selling Workshop scheduled for today (March 9) at the Adolphus Hotel. A feature of this particular meeting will be the Texas Drive-In Theatre Owners' Association convention which is cooperating with MGM's Dallas personnel in having their members attend. Jack Farr is president and has assured MGM that the first day of the convention will be devoted to the Workshop.

Denver

Ethel Merman, who makes her home in Denver, the wife of Robert Six, will be chairman for the forthcoming Easter Seal campaign here. . . . S. S. McFadden, branch manager, Columbia, Salt Lake City, was in on a sales trip. . . . Gene Gerbase, Republic branch manager, is recovering from an attack of the flu.

The World, seating 320, smallest theatre here, has installed CinemaScope, and, according to Archie Goldstein, owner, the screen is just about as wide as the theatre. . . . Robert Selig, Fox Inter-Mountain Theatres vice-president, has been named to the board of Rocky Mountain Corporation, whose aim is to bring new industries to Colorado.

L. J. Albertine, district manager, Wolfberg Theatres drive-ins, spread his vacation between St. Louis, New Orleans, and Mexico City. . . Variety Tent 37 will sponsor an Academy Award dinner on March 30 at the Cosmopolitan Hotel. . . . Jean Gerbase, Western Service and Supply secretary, went to Kansas City on vacation.

John Dervin, New York, United States manager for Stratford Pictures, was in conferring with Jack Felix, branch manager, Allied Artists. . . . One hundred and thirty ladies attended the latest Variety women's luncheon at the Cosmopolitan, and played Bingo afterwards. . . . Seen on Film Row were C. G. Diller, Ouray, Colo.; Jack Holmes, Miles City, Mont.; James Peterson, Littleton, Colo.; Albert Petry, Pagosa Springs, Colo.; Larry Starsmore, Colorado Springs, Colo.; Paul Allmeyer, Idaho Springs, Colo.; Delbert Stewart, Torrington, Wyo.; Carmen Romano, Louisville, Colo.; and Elden Menagh, Fort Lupton, Colo.

Arrangements are being made by Bel-Air Productions, with Aubrey Schenck producing, to film "Rebel in the Town" in the Canon City, Colo., area thus summer. . . . Marvin Goldfarb, Buena Vista district supervisor, and Philip Conway, publicity man, went to Hollywood to attend a sales meeting. . . . Frank Green, U-I salesman, became a grandfather for the first time when his son, Frank, Jr., fathered a son, Frank III.

Hall Fuller, Dimension Pictures owner, went to Salt Lake City to visit his exchange there. . . . Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres, and Joe Dekker, partner in Civic Theatres, were reelected president and vice-president, respectively, of the Roundup Riders of the Rockies.

Lester Zucker, U-I district manager, was in calling on the circuits and conferring with Mayer Monsky, branch manager. . . . Oscar Galanter, U-I office manager, went to Hollywood for a booking meeting. . . . Mr. and Mrs. Stanley Dixon, Motor-Vu drive-in owners, Delta, Colo., went east on vacation.

R. M. Brewer, Allied Artists, New York, in charge of exchange operations, was in for a couple of days.

Seen on Film Row were Mrs. Elizabeth Zorn, Julesburg, Colo.; Mrs. Susie Malouff, Antonito, Colo.; R. Borchardt, Nucla, Colo.; Mike Kelly, Chama, N. M.; Harry McDonald, Torrington, Wyo.; Neal Beezley, Burlington, Colo.; and Mr. and Mrs. Lloyd Kerby, Worland, Wyo.

William B. Zoellner, MGM's shorts and newsreel sales was in.

Des Moines

The annual convention of Iowa-Nebraska Allied Association has been changed to May 4 and 5 at the Savery Hotel. The change was made in order to tie in with MGM's Ticket Selling Workshop which will be held on May 6, the day after the convention. . . . Iowa Allied is opposing the bill introduced in the Iowa Legislature which would ban immoral movies by adding the word movies to the section prohibiting immoral and obscene shows. The theatre operators contend that the bill is not necessary because law enforcement officers already have the authority to enforce the law on immoral movies, and the measure could open the door to all sorts of interpretations.

Kenneth Moore, Logan, Iowa, purchased the theatre there from Al Gardner. . . . The Des Moines Variety Club is discussing plans for holding a style show to be sponsored by the ladies of the club. . . . Harold Sutphin, 47, booker for Loew's, Inc., until he retired last December, died in a local hospital from cancer. He had been a booker here for 22 years.

Kansas City

MGM's Ticket Selling Workshop, set by Mike Simons, director of customer relations, at the Continental Hotel, was the first Workshop to be conducted as part of two exhibitor organization conventions. The Kansas-Missouri Theatre Association, Inc., TOA unit, held its convention March 3-4. President Ed Harris and President Beverly Miller, Allied organization, announced their convention dates and have been working hand-in-hand with MGM to get maximum attendance for the jointly-sponsored Workshop. More than 325 reservations were received by William Gaddoni, branch manager. Drive-in panel member for the meeting was Pearce Parkhurst, Lansing Drive-In, Lansing, Mich., well-known theatreman and specialty advertising man. Small-town representative was Bob Walker, owner, Walker's Uintah, Fruita, Colo., making his second Workshop appearance. He was a member of the panel at Richmond, Va. Repeating also was Jack Bruno, who was a panelist

at Jackson, Miss., Memphis, and Columbus, O. Bruno is city manager, Cooper Foundation Theatres, Pueblo, Colo. Conrad Brady, publicity director, Interstate Circuit, Houston, who also appeared at Columbus, was another local panelist. Joseph Bugala, head of advertising and publicity, Manos Theatre Enterprises, Greensburg, Pa., completed the panel. Co-hosts for MGM were southwestern division manager John S. Allen and branch manager William D. Gaddoni. From the local staff were salesmen Al Adler, Bob Johns, Roger Leaton, and Harvey Cole; office manager Jim Witcher; bookers Leonard Abrams and John Tongue. Press representatives Berni Evens, Kansas City, and E. B. Coleman, Dallas, assisted Emery Austin in his presentation of MGM's 33 promotion aids. Austin has participated in all of the Workshops as representative for Howard Dietz, vice-president and director of advertising, publicity, and exploitation.



U-I recently held a meeting of office managers and head bookers from Los Angeles, San Francisco, Portland, Salt Lake City, Seattle, and Denver at the Ambassador Hotel, Los Angeles, with Ray Moon, assistant sales manager, and F. T. Murray, manager, branch operations and maintenance, presiding. Seen seated, left to right, are Irving Weiner, head, print department; G. J. Malafronte, assistant to Murray; Murray; Moon; Foster M. Blake, western sales manager; Barney Rose, district manager; and, standing, left to right, Harold Whitman, Los Angeles; Al Chiarpotti, San Francisco; Ed Cooke, Los Angeles; Herbert Lane, New York; Betty Gamble, San Francisco; Ed Bramwell, Portland; Rene Amter, Los Angeles; Dale Haslam, Salt Lake City; John Rickert, New York; Ed Smythem, San Francisco; Phil Stanton, Seattle; and Oscar Galanter, Denver.

Los Angeles

Recuperating at home after a sudden illness was Henry Herbel, Warners district manager. . . . A. L. Geyer, owner, Peoria, Peoria, Ariz., has sold the house to Estelle Stahl. . . . The Dale, which has been shuttered for many months, will be reopened by Freddie Dee. House was formerly operated by Max Laemmle, who owns the Los Feliz here. . . . Fred Stein, executive, Metropolitan Theatres, was back from a business trek to San Francisco.

Still suffering from a recent hip injury, Dean Hyskell, FWC publicity and exploitation department, reentered Queen of Angels Hospital for additional surgery. . . . Harry Milstein has sold his Torrance, Torrance, Calif., to the California Bank, which plans to erect another bank branch on the site. Milstein plans to refurbish and remodel his Grand as a show-place for the movie patrons of Torrance.

Al Galston, co-owner, Hawaii, Hollywood, Calif., accompanied by his wife, departed for a three month European tour. . . . Flying in from Las Vegas for a film buying and booking trip, was Lloyd Katz, Sperling Theatres. Also in town was George Diamos, Tri-Delta Theatres in Arizona, and Ben Bronstein, Sun Air Drive-In, Palm Springs, Calif.

Minneapolis

An MGM Ticket Selling Workshop May 4 will be held in conjunction with the annual convention of North Central Allied May 2-3 at the Nicollet Hotel here, it was announced by Stanley D. Kane, NCA executive counsel. Directing the Workshop will be Mike Simons, MGM director of exhibitor relations.

Paul Bacon, 60, engineer at Radio City, collapsed and died while on duty. . . . Glenn Wood, U-I head booker, and Leo Doty, U-I office manager, attended midwest bookers meeting at the Drake Hotel, Chicago. . . . Genevieve Donovan, cashier at Columbia, was hospitalized after falling on the ice. . . . George Berman, assistant exchange operations manager, Columbia, was in. . . . Icy roads kept many out-state exhibitors away from the Row. . . . Sol Malisow, 20th-Fox branch manager, and Bob Karatz, operator of drive-ins and the Gopher, headed Brotherhood Week activities. Principal activity was a series of screenings sponsored by various exchanges to raise funds. . . . Unless attendance improves, the art policy at the Austin, Austin, Minn., will be discontinued, according to Karl Lindstaedt, manager.

Milton Rackmil, president, U-I, and Charles Feldman, U-I vice-president in charge of sales, were expected to head a delegation of home office officials to this city for opening of the new U-I exchange building at 113 Currie Avenue. Also expected were Foster Blake, western division sales manager; F. T. Murray, manager of branch operations; and M. M. Gottlieb, Chicago, midwest district manager. The brick structure is of modern design and has new furnishings throughout. Construction innovations include a radiant heated sidewalk and drive-way to melt winter snow.

Oklahoma City

A fire totally destroyed the Okla, Muskogee, Okla., which had been closed for several months, and also the adjoining building where Broadway Theatres, Inc., stored at least $75,000 worth of equipment, including projectors.

Joe Turner, Dome, Palace, and Lawton, Lawton, Okla., just returned from a two weeks vacation in Mexico City. He reports fishing was fine. . . . Max Brock, Vaska, Lawton, Okla., was in Austin, Tex., on a business trip. . . . There was a fire in Fairview, Okla., next door to the Royal in which theatre equipment and concession supplies were stored. The owner estimated $2,000 damage, which was partly covered by insurance. . . . C. F. Westfahl, Vee Gee, Okeene, Okla., has gone into the business of raising shetland ponies. He now has 50 ponies and his very first sale was a pony to be shipped to Africa.

Raymond Sparks, Majestic, Temple, Okla., has sold his I.G.A. store in Wichita Falls, Tex., and will devote all his time to his theatre. . . . Roy Rollier, Lamont, Lamont, Okla.; W. H. Long, 54 Drive-In, Guymon, Okla.; and R. H. Duckett, Taloga, Taloga, Okla., have installed wide-screens.

H. N. Carter and E. A. Howard have sold the Cove, Tulsa, Okla., to L. E. Snyder, Jr., Modern Theatres, Inc. . . . Oscar Morgan, Paramount short subject sales manager, New York, was in. . . . Al Kane, Paramount division manager, Dallas, was in.

Portland

Harry Lewis, National Screen Service, served as chairman for the Portland theatre industry on National Brotherhood Week activities here. . . . Art Smith and wife, Alexander Film Company, are touring California and Nevada on a winter vacation.

Sam Siegel, Columbia, was in town working on "The Long Gray Line" campaign. The film is booked for the new Fox. . . . Earl Keate, United Artists, was here working on product, as was Walter Hoffman, Paramount, working on "Country Girl," which opened at the Paramount.

Dick Lange, RKO branch manager, staged a preview of "Tarzan's Hidden Jungle" for members of the Werschkul family. Gordon Scott, Sol Lesser's 11th Tarzan is a former Portlander, Gordon Werschkul.

St. Louis

"Cinerama Holiday," the second presentation in the medium, had its midwestern premiere at a special preview showing for an audience of invited guests at the Ambassador. The first show for the general public was a special performance sponsored by the Junior Chamber of Commerce as one of the events marking the 40th anniversary celebration of the Jaycee, which was the first organization of its kind in the world. Louis de Rochemont, producer of "Cinerama Holiday," was the guest speaker at a luncheon meeting.

In Bridgeport, Ill., the Capitol, unit of the Frisina Amusement Company, Springfield, Ill., was scheduled to close for an indefinite period because of poor business.

In La Belle, Mo., the Rialto, 285-seater, owned by Mr. and Mrs. A. V. Shearman, was closed for an indefinite period. Shearman is a motion picture machine operator working in the Rialto, Hannibal, Mo., which is owned by Edward Rosecan. . . . In Shelbyville, Mo., the Shelby, owned and managed by Roscoe A. Cook, was closed for an indefinite period. . . . In Benton, Mo., the Frobase, owned by C. H. Frobase, closed its doors.

The Southway, which reopend under the management of Lloyd G. Weston, after being dark for many months, has established an admission scale of 35 cents for adults and 15 cents for children. . . . The Airway Drive-In had its grand re-opening for the 1955 season. This 1,200-car drive-in is a unit of the Midwest Drive-In Theatres Corporation, controlled by Phil Smith, Boston.

Doby Stout, Cairo, Ill., reopened his Airport Drive-In, West Paducah, Ky., and the Charleston Drive-In, Charleston, Mo., for their 1955 season. . . . Geraldine Twitty and Earl Farrell, Sikeston, Mo., plan to put their Delta Drive-In, Sikeston, Mo., and the East Prairie Drive-In, East Prairie, Mo., on a full week basis commencing on March 12. The Delta Drive-In has been operating on week ends during the winter season.

In Prairie du Rocher, Ill., the Prairie, 300-seater, owned and operated by Lawrence McDonald, is installing a new wide-screen. . . . A man who identified himself as Lawrence J. Milewski, Jr., has confessed to the police the burglary of the Shenandoah for which John Fitzpatrick, 19, was arrested and held since Jan. 26 because a patrolman who surprised the intruder in the theatre, had identified him as the burglar. Hennessy was released from custody following the confession by Milewski.

Miss Louise Nolan, who appeared in radio and television programs at Tulsa, Okla., and in light opera in St. Louis, sang several songs at the February meeting of the Better Films Council of Greater St. Louis, Inc. The meeting was the fifth in a series of programs on the theme of council, "Motion Pictures—New Horizons." Mrs. Gustave F. Goetsch presided. Following the meeting, the executive board met at the Mark Twain Hotel. Mrs. Arrestus F. Burt, founder and honorary president, reported on public relations, while Mrs. Guy Randall, general chairman, reviewing committee, gave her report.

Salt Lake City

William B. Zoellner, short subject and newsreel sales head, MGM, was in on a visit to the local branch.

San Antonio

Tieing in with the local appearance of Rex Allen, the Hollywood cowboy star, at the San Antonio Livestock Exposition and Rodeo, the Varsity Drive-In has booked "Down Laredo Way," starring Allen. . . . The managers of the Trail, Fredericksburg, and Hi-Park Drive-Ins have announced an Oscar race to be conducted by their theatres from March 3 to March 30. Entrants are asked to name all six Academy Award winners from nominees posted in the drive-in snack bar. Winners who name all six correctly will receive passes to their drive-in, the number of passes, up to a year's supply, depending on the number of winners.

Sylvan K. Barry, Gene Muller, and Arthur Landsman, all local drive-in owners and operators, have recently returned from Dallas, where they attended a meeting concerning the forthcoming three-day convention of the Texas Drive-In Theatre Owners Association. The meeting will be held March 9 to 11. Landsman is head, Statewide Drive-In Theatre Company, and Muller is partner in the operation of the Varsity Drive-In, while Barry is with the El Capitan and Frontier Drive-Ins.

Dr. H. H. Neihuss, city health officer, Longview, Tex., asked theatre owners and operators in that city not to admit children to their theatres as an outbreak of influenza kept schools closed. The general public was also asked not to attend any gatherings. Schools were closed until after Washington's birthday. The influenza outbreak also struck in northeast Texas last month. It is not a severe type, strikes quickly, and lasts from two to three days, barring complications.

I. W. Speckels, owner and operator, Cozy, Schulenberg, Tex., has equipped for the showing of the new wide-screen processes. . . . Miss Thelma Coleman has announced the installation of CinemaScope at her Lometa, Lometa, Tex. . . . The art film policy of the Bowie, Fort Worth, Tex., has been switched over to the Seventh Street Theatre. At the same time there was a switch of managers. J. D. Wells, manager, Bowie, goes over to the Seventh Street, while Howard Yarbrough goes to the Bowie.

Norman Keye, Joy, Bloomington, Tex., has announced the installation of CinemaScope equipment. . . . The new Imperial, 810-seater, has been opened at Waco, Tex., by Mr. and Mrs. Ed Newman. Clyde Turner has been named manager. There is a 41-foot wide screen, stereophonic sound, and CinemaScope projection. . . . CinemaScope equipment was installed by Theo Miller at his Gem, Quitman, Tex. . . . A six week remodeling program has been completed at the Texan, Sanger, Tex., which was recently purchased by Gene Hughes. He formerly operated the Texan some five years ago.

Some 350 walking and riding extras were hired within three weeks by Republic at Bracketville, Tex., for the filming of "The Texas Legionnaires," which is the new working title of the film being shot here. Albert LaRusch is in charge of the hiring program. Some 80 airmen from Laughlin Air Force Base, Del Rio, Tex., will appear in the film. They have taken their 30-day furlough to be extras in the picture.

Claude C. Ezell, head, Ezell and Associates, gave the keynote address at the annual convention of the organization held recently at Galveston, Tex. Al Reynolds, served as moderator of the various panel discussions. Managers and circuit personnel will be able to turn to the ideas and decisions reached at the convention through transcriptions which have been sent out to each one covering all the highlights of the two day meeting.

Seattle

When drive-ins start reopening for the season it's a sure sign of spring. So spring must be here, as United Theatres opened three of their open-airers, the Duwamish, the Aurora, and the Midway. . . . Dick Henderson, Rialto, Albany, Ore., was in Seattle on a business trip. . . . The Skyline Drive-In, Richland, Wash., a 750-car installation, has been recently acquired by Midstate Amusement, with local offices in Walla Walla, Wash.

An interesting combo opened at the Music Box, consisting of "Illicit Interlude" and Tchaikovsky's "Swan Lake" with the Ballet Theatre of the Stockholm Royal Opera. . . . As a special Washington's birthday celebration program, the Egyptian presented a youngster's morning treat with a morning session of Disney cartoons.

James M. Hone, until recently executive secretary, Theatre Owners' Association of Washington, Northrn Idaho, and Alaska which he helped organize when he came to Seattle 30 years ago, died in a local rest home after a month's illness. He was 83. Hone was born in Crooked Finger, Ore., and moved to Spokane, Wash., in 1902 where he served as a deputy sheriff. Before coming to Seattle he worked as a claim agent for the Washington Water Power Company and was employed by the Spokane Interurban Railroad. He was a member of the University Christian Church. He is survived by two sons, a daughter, a brother, four half-brothers, five grandchildren, and one great-grandchild.

NTS installed a new Walker screen at the Highland, Tieton, Wash. . . . Heinrich Harrer, lecturer, appeared at the Palomar for a single performance of "Seven Years in Tibet," with a showing of pictures of Tibet and the Himalayas. . . . The Seattle Symphony held a special concert at the Orpheum. . . . After two months of darkness, the Rivoli turned up the lights, marking the return of Seattle's only burlesque house.

Walter Hoffman, Paramount publicity director was in Portland and southern Oregon working. . . . Sammy Siegel, Columbia field man, was in Salt Lake City. . . . Willard Coghlan, Warners, returned from Denver. . . . Film Row visitors included Glen Nolta, Lynwood, Port Blakely, Wash.; E. W. Johnson, Garland and West End Drive-In, Spokane, Wash.; Harry Wall, Lewiston, Wash.; and Corbin Ball, Ephrata, Wash.

NEWS OF THE Territory

Boston Crosstown

The initial mass meeting of exhibitors from all over New England, alarmed over toll-TV threats to their welfare, has been called for the Hotel Bradford, Boston, at 10:30 a.m. on March 16 in the Empire Room. A general committee and state committee units have been organized. They report an immediate reaction of intense interest. At least two national figures in the industry are expected to address the March 16 meeting on the possible effects of toll-TV on the industry as a whole and on exhibitors in particular.

"Awards of Merit," signed by Thomas O'Neil, president, General Teleradio, owners of the Mutual and Yankee Networks, whose Philips Lord property, the "Gangbusters" radio series, is the basis for the Visual Drama, Inc., film feature booked in 54 greater Boston theaters for the beginning of March, have been presented to chiefs of police in Wakefield, Melrose, Chelsea, Revere, and Winthrop, Mass. This form of recognition of "outstanding contribution to law enforement" was developed by George Kraska, Embassy Pictures publicist, who formerly operated the Fine Arts, here, and later managed the Kenmore and Beacon Hill under art policies General Teleradio has purchased the Yankee Network Building. It houses radio and TV studios from which local programs of the network, associated for national hook-ups with Mutual, originate.

The Lexington, Lexington, Mass., rumored lately to be on the point of leasing to Ernest Warren, operator, Paramount, Needham, Mass., and the Strand, Canton, Mass., is being leased instead by Ray Feeley, executive secretary, Independent Exhibitors, Inc., and The Drive-In Association of New England. Feeley already operates the Weymouth, Weymouth, Mass., the Eggleston, here, and the Fairmount, Hyde Park, Mass. He plans to install CinemaScope with full stereophonic sound and to remodel the front of the theatre and redecorate the interior. The name will be retained. Opening is planned for April 1. The 490-seat house is the only one in the town, and has an estimated 22,000 population from which to draw. For a number of years it was operated by the late William Viano and after his death by members of his family. Last operator was Stanley Eilenberg, who closed it almost a year ago. Since then it has been dark.

Joseph Levine and Barnet Yanofsky have taken over the Hadley Drive-In, Hadley, Mass. Levine already operates the Sundown and Round Hill Drive-Ins, Springfield, Mass. The Round Hill, one of the first two to open the season on Feb. 18 in Massachusetts, is in the downtown district of Springfield. Despite poor, rainy weather, it launched the season with good business. . . . A new drive-in is to be opened in the late spring, it is expected, by Al Carey, North Adams, Mass. . . . Irving and Al Cohen, operators, Ritz, Lewiston, Me., visited Film Row as they returned from vacation in Florida. . . . James Croke, manager, Strand, Lewiston, Me., has entered Central Maine General Hospital for observation. . . . James M. Conley, division manager, 20th-Fox, has returned from a trip to Albany, Buffalo, and New Haven on company business.

Eliminations announced by the Bureau of Sunday Censorship included "Battle Cry," parts 1 to 19 (Deletions: eliminate dialogue, "You think I'm a tramp don't you Danny?" in part 6; eliminate dialogue, "Are we gonna have a baby?" to and including, "At least I had something this war could not take away from me," in part 14; eliminate scene of one of the Marines within group of Marines making hand and arm gesture toward Marines riding by on trucks, in part 16). Warners.

Ed Fideli, Rialto, Worcester, Mass., expects to open a new drive-in between Fitchburg and Lunenburg, Mass. . . . Shay Brothers, North Andover, Mass., are building a drive-in on the Lawrence-North Andover, Mass., line . . . Sam Nyer, Nyer Theatres, will open a new drive-in at Newport, Me., this spring or early summer. . . . C. J. Russell, Sr., operator, Bijou, Bangor, Me., has been admitted to the hospital for a major operation. . . . The Revere Drive-In, Revere, Mass., has opened its eighth season. The Redstone Circuit ozoner has been enlarged and is now the biggest on Boston's North Shore, with accommodations for 1,700

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cars. A patio has been provided where patrons may sit outdoors and watch the show. An electric merry-go-round has been installed in the children's playground.

Mrs. Christian A. Hertner, wife of the Massachusetts Governor, has accepted the honorary chairmanship for a fashion show to benefit the Jimmy Fund of the Variety Club of New England. The wife of the Mayor, Mrs. John B. Hynes; the wife of the Lieutenant Governor, Mrs. Sumner Whittier; the wife of the Attorney General, Mrs. George Feingold; the wife of the Registrar of Motor Vehicles, Mrs. Rudolph F. King; and the wife of the Ambassador to Uruguay, Mrs. Thomas Pappas, are included in the list of an active committee which is sponsoring the fashion show. Elizabeth Arden is flying the entire show in from New York, and it is expected to be one of the season's most lavish affairs.

Film District

Phil Engel, 20th-Fox tub thumper, is swinging into action on the basis of the largest TV and radio appropriation ever made by his company for regional promotion of a picture. Working with Jack Saef, Metropolitan publicist, he is paving the way for the opening of "Untamed" there on March 16. In addition to TV and radio promotion, tie-ups with travel agents, art exhibits featuring items from Africa, where "Untamed" was filmed, and jewelry stores, are being arranged, including a diamond display in a window of Shreve, Crump, and Low's, well-known jewelry establishment. Among TV promotion will be the screening of "Zululand," a short subject made in Africa while "Untamed" was being filmed, through WNAC-TV.

L. D. Netter, Jr., Altec sales manager, consummated arrangements whereby Maine and New Hampshire Theatres, Inc., will employ Altec field engineers in the maintenance and service of the circuit's sound equipment. The contract, negotiated by Netter and R. E. "Red" Pierce, Altec New England branch manager, with Cliff Shaw, operating manager, Maine-New Hampshire, is effective immediately, and provides Altec service for the Colonial, Augusta, Me., Cumberland, Brunswick, Me.; Pastime, Brunswick, Me.; Empire, Lewiston, Me.; Strand, Lewiston, Me.; Strand, Rumford, Me.; Albert, Berlin, N. H.; Strand, Berlin, N. H.; Capitol, Concord, N. H.; Colonial, Portsmouth, N. H.; Capitol, Montpelier, Vt.; and Flynn, Burlington, Vermont.

John E. Feloney, branch manager, 20th-Fox and James M. Conley, division manager, have announced Boston, Providence, New Haven, and Springfield screenings of "A Man Called Peter" in local theatres for clergymen, PTA leaders, civic leaders, prominent merchants, and representatives of press, radio, and TV. These screenings are being sponsored by the National Council of Churches of Christ in the USA. Representatives of this council are working with individual theatre managers and Phil Engel, 20th-Fox publicist, in preparation for Easter release of the picture.



Suzan Ball, accompanied by her husband, Richard Long, who are touring key cities on behalf of the advance promotion of U-I's "Chief Crazy Horse," are seen here in Boston recently. Seated with Miss Ball is Ben Domingo, managing director, RKO Keith Memorial; while, standing, left to right, are Thomas Donaldson, U-I sales manager in Boston; Sam Seletsky, general manager, Phil Smith Theatre Circuit; Long; and E. Meyer Feltman, U-I Boston branch manager.

Frances Greenberg, secretary to Joseph Levine, Embassy Pictures, is back from a skiing vacation at Lenox, Mass. . . . Levine himself has returned from Texas where he carried out a successful sales trip for "Gangbusters," for which Embassy is the national distributor. Back at home he was laid up for several days by a virus attack, but is now back at work.

John Mansfield, United Artists publicist, arranged four days of press, radio, television, and special engagements for Win Min Than, exotically garbed Burmese who makes her screen debut in "The Purple Plain," playing opposite Gregory Peck in this Technicolor feature filmed in Ceylon. Mansfield set up a press luncheon in the Ritz-Carlton, radio interviews with Priscilla Fortescue, WEEI, and Morjorie Mills, WBZ; a visit to the Veterans Hospital in Jamaica Plain; and a meeting with students from Burma and Ceylon at the International Student Centre near Harvard and Radcliffe, Cambridge, Mass.

Peggy Finneran, secretary to Tom O'Brien, Columbia branch manager, is to be married on June 4 to William Kinch, who expects to get his degree in civil engineering that month from Northeastern University. After a honeymoon of two weeks in Bermuda and Nassau, they will return, where Peggy intends to keep on with her job at Columbia, at least for the present. . . . George Haupert, home office representative, Columbia, has been visiting the local office.



J. Lavidor, manager, E. M. Loew Center, Boston, is among the hundreds of managers who have entered the U-I exhibitor showmanship contest in connection with J. Arthur Rank's "West Of Zanzibar." One exhibitor and his wife will win a trip to Africa as the prize. Lavidor is seen here recently in the lobby with his display.

New Haven

Crosstown

Morris Rosenthal, Poli manager, arranged some good tieups for "The Long Gray Line." He contacted 10 West Point graduates in the territory and invited them to attend the opening day's presentation of the film. Radio campaign and other angles were being set up. For "The Racers," manager Rosenthal was working on tieups with local automotive angles. . . . The "Hit the Deck" lobby displays at the Poli were good advance bally for the film. . . . M. Moriarty, Paramount projectionist, returned from a Florida vacation.

John Grinold, Paramount, was still in Florida on his time off. . . . Bill Leslie, Columbia movie actor, was in the lobby of the Poli autographing photos as a tieup for "The Long Gray Line." He also received a nice story and picture in The Register. . . . Oakdale Musical Theatre, Wallingford, Conn., was getting theatre parties arranged by various groups for the summer season. . . . Grace-New Haven Hospital Alumni Association announced plans for its theatre party on July 7 for the Sick Nurse Benefit Fund.

Meadow Street

One of the newcomers to the territory as branch manager is Herb Hirschhorn, who is in charge of the 20th-Fox exchange. Hirschhorn is one of the busiest managers around the territory, having met most of the exhibitors, and he is out in the territory quite a bit. . . . Former 20th-Fox branch manager Ben Simon is planning on going out to California in May to visit with his brothers and sister. . . . Frank Ponzi and Fred Dandio, local exhibitors, wrote that they were enjoying the Florida sun and were getting in lots of golf.

Edward Granger, Republic executive circuit sales manager, was in at Republic branch manager George Somma's office. . . . Republic screened "Timberjack" and "Doctor in the House." . . . Phyllis Pinto, Republic, is back at work after an illness. . . . Mrs. Carol Martino, Republic, has turned her duties to domestic chores.

With the weather showing signs of spring, various drive-ins are beginning to unshutter. Pike Drive-In and Waterford were among the first to open for 1955. Others to follow will include Pine, Center, Lake, Norwalk, Starlight, Plainville, and others. . . . Work on new drive-ins is progressing. Old Mill Drive-In, Southington, Conn., was readying to receive movie equipment. Perri's Branford Open Air Drive-In was grading. Diggers were at work at the Summit Drive-In, Branford, Conn. Over in Clinton, Conn., Phil Cahill is reported expected to have his new drive-in ready, possibly, in May.

Groton Open Air Drive-In was due to reopen on March 4, and the Bridge Drive-In, Groton, Conn., on March 11. . . . MGM screened "The Glass Slipper" for the trade. . . . Marshall Pitkin, son of RKO branch manager Barney Pitkin, is a student booker at United Artists. . . . Jo Ann Jepperson, United Artists, has resigned for domestic duties. . . . Warners branch manager Max Birnbaum was in Atlantic City, N. J., for a regional meeting. . . . District manager Ralph Ianuzzi was in at the Warners branch. . . . Harry Rogovin, Columbia executive, was in.

Anthony Lombardi, son of Warners salesman, Angelo Lombardi, and first string catcher on the Hamden High baseball team last year, is preparing for the 1955 school schedule. . . . Dick Carroll, Paramount office manager, returned after a siege of grippe. . . . Sue Gamera, Amalgamated Buying and Booking, was out ill. . . . Sam Cornish, Niantic, Conn., exhibitor, is planning a midwestern trip. . . . Mike Tomasino, formerly White Way, is a more frequent visitor to Meadow Street. He reported that his son Charlie is due back from Italy soon. . . . Ed Dowling, projectionist, Palace and Capitol, Meriden, Conn., for the past 20 years, died at the U. S. Veterans Hospital, West Haven, after a brief illness.

Circuits

Loew Poli

Division manager Harry F. Shaw was in Hartford, Springfield, and Bridgeport, Conn. . . . Publicity director Lou Brown guided movie actor William Leslie around for publicity, newspaper, radio, and other tieups for "The Long Gray Line." . . . Kiddies shows were scheduled in Hartford, Bridgeport, Waterbury, Meriden, and Springfield, Conn., during recent vacation week.

Variety Club

Tent 31, New Haven

An important meeting of the Tent was scheduled for March 7. . . . The Connecticut Club has donated the quarters every Thursday night to the Cerebral Palsy group for rehabilitation and recreational work. Jack Halprin, local contractor, built a special ramp so that wheel chairs could be wheeled right into the clubrooms.

Connecticut

Berlin

The Zoning Commission has reserved decision on application by Francis H. Holmes, owner, land at Route 5 and Deming Road, to rezone the area from residence and farm. The tract contains 40 acres. Five persons appeared before the group to protest the rezoning on the grounds that it was generally known that George LeWitt, veteran New Britain, Conn., theatre owner, intends to build a drive-in on the site if it is rezoned. The quintet expressed the contention that a theatre would detract from the area, and, moreover, would cause a traffic hazard and other effects. Attorney Harry N. Jackaway, appearing for Holmes, argued that the proposed change would be in accordance with the general comprehensive town plan, would allow the land to be used to its best advantage, relieve Holmes of a hardship since there is nothing at present he can do with the land as it contains a pond and is not suited for residences, provide the town with more tax revenue, and furnish a source of employment.



Phil Berler, left, buyer and booker, E. M. Loew's Theatres, Boston, operating 55 theatres, was recently greeted by Danny Kaye on the set of Paramount's "The Court Jester." Mrs. Berler is second from right. With them are their friends Dr. William Green and Mrs. Green.

Hartford

Attorney Herman M. Levy, general counsel, TOA, and MPTO of Connecticut, was among those appearing before the State Legislature's judiciary committee to oppose a measure introduced by Senator Arthur H. Healey, Democrat, that would license steam boiler operators in Connecticut. Levy declared that present police inspection admirably covers the situation. Another opponent, Fred Waterhouse, representing Connecticut Manufacturers' Association, asserted that boilers are periodically inspected throughout the state under law.

Ray McNamara, Allyn, lined up newspaper interviews with a Navy helicopter pilot, now living here, in conjunction with "Bridges at Toko-Ri." . . The McNamara campaign for "Country Girl" was highlighted by several sizable newspaper layouts, special displays in area amateur theatre meeting rooms, and breaks in area libraries.

Pat Buchieri, Hartford Theatres Circuit, got a number of newspaper beaks on UA's "Little Kidnappers" when the film broke post-World War II hold-over record locally by extending stay into a ninth week. Most surprising aspect of the engagement was that the film's initial week was only a fair grosser. . . . Lou Cohen, Loew's Poli, got a sizable break into the local dailies on the success of several MGM revivals across the country.



Rod Taylor, young Australian star of DCA's "Long John Silver," recently visited Springfield, Mass., on a New England bally tour in connection with the film. He is seen with Paramount's Edward A. Smith.

Sid Kleper, manager, Loew's Poli, College, New Haven, was in town during vacation. At one time, Kleper, a Hartford native, was assistant manager, Loew's Poli Palace here. Manager at that time was Lou Cohen, now managing Loew's Poli.

Peter Perakos, president, and John Perakos, district manager, Perakos Theatre Associates, have returned from a two-week cruise to South America and the West Indies, aboard the Greek liner, T.S.S. Olympia. . . . Groton, Groton, Conn., closed down for several days to install CinemaScope equipment.

New Starflower ovenware deal was started on Wednesdays, Thursdays, Fridays, and Saturdays at the CAC Plainfield, Plainfield, Conn. . . . Ed Hale, Buena Vista Productions, was in town for "20,000 Leagues Under the Sea," at the Stanley Warner Strand. . . . Round Hill Drive-In, Springfield, Conn., was first ozoner in the western Massachusetts territory to resume for 1955.

Disneyrama, consisting of cartoons and novelties, was shown at the Perakos Eastwood, East Hartford; Elm, West Hartford; and Strand, Thompsonville, Conn. . . . Early March reopening was set for the Crown, undergoing extensive remodeling. A new concern, known as the Crown Company, headed by E. Pomeroy, will operate the theatre on lease from the Post-Thompson estate, according to Joseph L. Giobbi, who will serve as theatre manager. Giobbi has been in the amusement field for 30 years. Renovations include installation of air conditioning, CinemaScope screen, and stereophonic sound.

Albert M. Pickus, national vice-president, TOA, and owner, Stratford, Stratford, Conn., was named civil defense committee chairman by Raymond J. O'Connor, president, Stratford Chamber of Commerce. Pickus is also serving as Stratford's civil defense director.

Ahead of a sneak preview, Phil Allaire, Stanley Warner Palace, Norwich, Conn., advertised, "SHH! Don't tell anybody but there's a big musical sneak preview at the Palace Thursday night at eight!"

Norm Levinson, ex-assistant manager, Loew's Poli, is now living at the Hotel Buckingham, Minneapolis. He is a field press representative for MGM in the upper midwest. . . . Interstate Palace, Rockville, Conn., advertised, "If you can recognize voice of prominent Rockville person on our automatic telephone answering device—you win two passes to any show. Call anytime, Thursday thru Sunday, when device is in operation. Leave your guess with cashier at box-office any evening. First two persons to correctly identify voice win." . . . Bob Schwartz started a new ovenware giveaway at the Ville, Waterbury, Conn.

One of the largest industry transactions of the post-World War II era was completed, with Midwest Theatres, Inc., Boston, leasing the Meadows Family Drive-In, here, now under construction, for a minimum of 10 years. The Meadows is being built by the A. J. Bronstein interests, owners and operators, East Hartford Family Drive-In Theatre Corporation, and will be the largest drive-in in the U. S., according to Bronstein's spokesman, attorney Bernard E. Francis. Car capacity is slated for 2,070, and cost of construction is over the half-million dollar mark. Amount of money involved in the long-term lease, however, was not disclosed. Midwest Theatres, Inc., are headed by the father and son combination of Philip and Richard Smith, both of Boston. The latter are understood to be planning to book first-run attractions, an innovation for a Hartford area drive-in venture. A May 15 opening is planned.

Newington

First Connecticut drive-in to resume 1955 operations was the Pike Drive-In, managed by W. Amadeo. The ozoner relighted on Feb. 24, with "Four Guns to The Border" and "Khyber Patrol." Plans are under way to remodel the refreshment area.

Stamford

Bill Sobel, Starlite Drive-In, has been vacationing at Fort Lauderdale, Fla.

Waterford

The Waterford Drive-In was the first eastern Connecticut ozoner to reopen for 1955. Resuming on Feb. 24, the theatre advertised, "Visit Our Heated Snack Bar!"

Massachusetts

Palmer

Samuel Goldstein, president, Western Massachusetts Theatres, Inc., announced that the Strand had opened on Feb. 19.

Worcester

Mike Stranger, Plymouth, has been busy with promotions on Columbia's "I Am The Law" and "Dead Reckoning." Stunts included were an "overtime parking meter" gimmick. This featured distribution of cards, depositing coins in meters all around the main stem where overtime parking was found on opening day. This made a lot of friends. Models were used to distribute "Don't Be A Sucker"—"I Am The Law" envelopes containing all day suckers. In addition he had a decode the message, win a free guest ticket contest which had fine results and was a lot of fun, according to patrons. Stranger also posted hundreds of imprinted, cutout arrows pointing toward the theatre and also used in a tieup with a parking lot. On "The Bamboo Prison," Stranger dipped deeper into his bag of tricks and had former war prisoners interviewed on radio and TV programs and used six young men for street bally. They were dressed in army fatigues. On "The Violent Men," Stranger tied up with two local banks with "Protect Your Valuables Against Violent Men," etc. And to top off all of his recent activities, Stranger, figuring that adults as well as kids liked cartoons, held an early morning cartoon show running over two hours with all of the "entertainment packed cartoons you would possibly want to see in one sitting." Admission was pegged at 50 cents for adults and children under 12 at 15 cents.

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Police Chief Harry McCourbrey recently received a Phillips H. Lord award of merit for his outstanding achievement in law enforcement in Calais, Me., in conjunction with the showing of Visual Dramas' "Gangbusters," State, Calais, Me. Edward M. Haskins, manager, is seen congratulating the chief with the presentation being made by John J. Cassidy, Jr., chairman of City Council.

New Hampshire

Claremont

James J. O'Neil, one of the owners, Claremont Drive-In, was in looking over the new all-steel screen. O'Neil is also interested in theatres in Groveton, N. H.; Keene, N. H.; and an indoor theatre in Claremont, N. H. His son, Douglas E. O'Neil, manages the Park Villa, Turners Falls, Mass.

Dover

The Scenic promoted "Gangbusters" by having as its guests members of the Rochester Police Department. In the lobby, pictures were displayed of all members of the force. . . . A Saturday morning two-hour show consisting of 12 CinemaScope cartoons, one short subject, and a surprise package was offered to the kiddies at the Scenic for only 25 cents.

Laconia

Colonial purchased a four-column spread in the local newspaper and a series of radio spots to advertise "The Bridges At Toko-Ti."

Nashua

The State gave free balloons to every child attending a two-feature program.

Portsmouth

The Civic offered, along with its feature and nine Bugs Bunny cartoons, a free bag of popcorn to every boy and girl, arriving early.

Rhode Island

Providence

Something new in promotional efforts of a theatre, at least insofar as this territory is concerned, was recently introduced when Matunuck's Theatre-By-The-Sea invited womens' clubs, church organizations, and other types of associations to raise money by conducting theatre parties. The popular South County house will work closely with groups desiring to raise funds for charitable and other causes by allotting a percentage of ticket sales to the respective campaigns. Heads of the organizations can supervise the financial details while the theatre management will handle all other functions.

The Majestic was the locale of the New England premiere of "Battle Cry." Willard Mathews, manager, arranged a spectacular and gay opening night, with prominent state, city, and military dignitaries flanked by members of various branches of the armed forces. . . . The Avon Cinema premiered "An Inspector Calls" and "Turn the Key Softly," both on the same program. . . . Charles R. Darby, former manager, Avon Cinema, and later district manager in New England for the Lockwood-Gordon chain, was in town for his winter vacation. Darby, now manager, East Side Drive-In, Detroit, was married last August to Pauline Devers, attractive local girl . . . A full-page tie-up featuring Vera Ralston, starring in Republic's "Timberjack," and Lanolin Plus liquid, appeared in several editions of "Beauty News," a supplement sponsored by leading department stores, in local papers, spearheading an extensive exploitation campaign.

The new dance craze, The Americano, as performed by Abbe Lane in the film, "The Americano," was use by Dave Levin, Albee manager, as part of his exploitation in conjunction with the screening at his house. Levin arranged with the local Arthur Murray Studios to give two complimentary lessons in the fast-rising dance to any of the Albee patrons who were successful in winning awards in a contest he devised. . . . In conjunction with the forthcoming presentation of "Long John Silver," Newberry's, the "junior" department store, which staggered local businessman and residents when, in a multi-million-dollar deal, they purchased the State's largest Rexall-Liggett store, is conducting a monster treasure hunt whereby all patrons are given a key with which they try to open a treasure chest. Those holding keys that open the lock will divide over 100 awards, amounting to several hundreds of dollars. Topping the list is a fully paid two weeks Florida vacation for two; a chest of silverware; and scores of other valuable gifts. The promotion has got the whole town talking, is building considerable-increased traffic in the store, and is spiralling interest in the forthcoming screening of "Long John Silver."

Bill Trambukis, Loew's State manager, arranged a special sneak preview of "Bad Day at Black Rock." Special invitations were sent to the press, radio, TV officials, and local dignitaries.

NEWS OF THE Territory

New York City

Crosstown

Si Seadler, MGM advertising manager, returned from a studio visit. . . . L. D. Netter, Jr., Altec Service Corporation sales manager, presided over a conference at New York headquarters dealing with the activities of the organization in the commercial sound engineering field. Present were L. J. Petton, eastern division manager; D. McLean, branch manager, Newark, N. J.; D. Cole, branch manager, Washington; Harry Hornbeck, sales engineer, Washington; F. B. Evans, Atlantic City, N. J., C. S. Perkins, operating manager; and Martin Bender, staff engineer.

Marty Wolf, assistant sales manager, Altec Service Corporation, returned to his New York headquarters following a hospital siege at Mountainside Hospital, Montclair, N. J., where he underwent surgery. . . . R. E. Warn, vice-president, Westrex Corporation, returned after visiting offices in England, Belgium, France, Switzerland, Italy, Spain, and Portugal. He also attended a conference of Westrex subidiary managers in Zurich, Switzerland.

Daniel A. Bizzoco, 51, veteran National Screen Service executive, died at Mt. Sinai Hospital following a long illness. Bizzoco, with National Screen for seven years, was in charge of construction and maintenance for the company. He is survived by his wife, two daughters, and his father.

J. M. Seider, Prudential Theatres, recently returned from a trip to Florida The Embassy, Mount Vernon, N. Y., burned down recently. . . . The Bronx Opera, recently acquired by Moe Goldberg, will be converted into a Spanish language house. . . . Liggett-Florin is now booking the Bay, Alexandria Bay; the Thousand Island Drive-In, Alexandria Bay; and the Sunset Drive-Ins, Massina and Canton, N. Y.

Walter Branson, RKO world-wide sales manager, and Robert S. Wolff, managing director for RKO in the United Kingdom, arrived from Hollywood, where they held a series of discussions with J. R. Grainger, president. Principal topic of the meetings was plans for RKO production in the United Kingdom. The trio discussed the number of films the company would begin making within the immediate future.

Ned Clarke, Buena Vista foreign sales manager, returned after six weeks in Europe and the Continent. . . . The New York chapter of the Women's Association of the Allied Beverage Industries presented the Variety Club Foundation to Combat Epilepsy with a contribution of $1,100. The check was presented by Mae Joseph, chairman, WAABI Community Services and Welfare Committee, to Albert G. Gorson, executive director of the foundation. It represents a share of the proceeds of WAABI's seventh annual repeal party held at the Sheraton-Astor Hotel last December. . . . Howard Dietz, MGM vice- president and director of advertising, publicity, and exploitation, left for the coast to look at the company's spring releases.

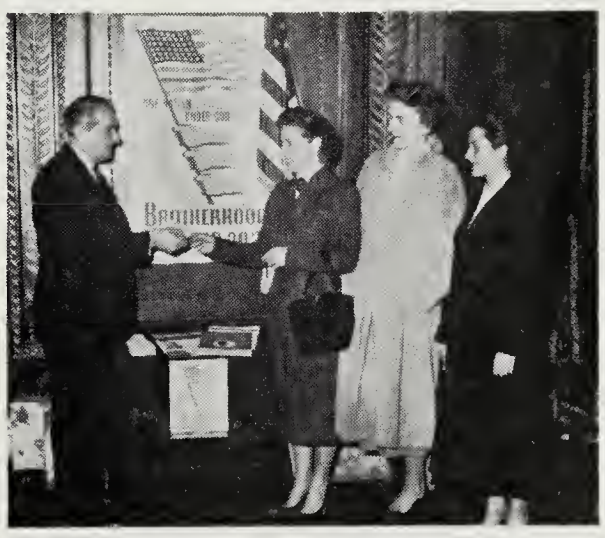


James J. Lyons, center, borough president of the Bronx, N. Y., was recently greeted by United Artists president Arthur B. Krim, right, and distribution vice-president William J. Heineman at a special screening of Hecht-Lancaster's production, "Marty," forthcoming UA release which was filmed on location in that borough. Twenty-five Bronx civic leaders attended the showing in UA's Prevue Theatre.

Anne Catacasinos, secretary to Ulric Bell, executive assistant to 20th-Fox president Spyros P. Skouras, announced her engagement to Lieuutenant Junior Grade Fotis N. Karousatos, Washington. The couple plan to wed early next year. . . . Al Lichtman, 20th-Fox director of distribution, returned from a 10-day trip to Hollywood for studio conferences and meetings with National Theatres on plans for the release of "A Man Called Peter."

Barney Balaban, president, Paramount Pictures, became a grandfather with the birth of a daughter to Mr. and Mrs. Jay Kanter at Mt. Sinai Hospital.

Roger Lewis, UA advertising manager, flew to Hollywood for conferences with the company's west coast executives and producers on national campaigns on forthcoming releases. He will meet with Robert Blumofe, UA vice president in charge of west coast operations, and Leon Roth, west coast publicity co-ordinator.



Harry Greenman, manager, Capitol, New York City, backed Brotherhood Week recently by accepting membership contributions at a lobby display table. 15,000 theatres and drive-ins raised funds for annual inter-faith drive sponsored by the National Conference of Christians and Jews.

New Jersey

Newark

At a candlelight ceremony at the Clinton Manor, here, Elodie Miller became the bride of Herman Schlesinger, Irvington, N. J. There was a double ring ceremony, followed by a reception for about 100 guests. The bride is employed as secretary to the advertising and publicity director, local office, Stanley Warner Theatres. Schlesinger, a Navy veteran, is engineer with the Stavid Engineering, Inc., Plainfield N. J.

Lou Bernhard, for the past few years employed in the booking department of the local office of Stanley Warner Theatres, has resigned to become associated in the appliance business in New York. . . . The following theatres of the Stanley Warner Jersey Zone presented the Jack Baker's "Asylum of Horrors" show during the month of February, Ritz, Elizabeth; Roosevelt, Union City; Regent, Paterson; DeWitt Bayonne; Stanley, Jersey City; and Capitol, Passaic.

Margaret Kash, telephone operator, Stanley Warner Jersey office, celebrated a birthday. . . . Many of the executives and managers of the Stanley Warner Jersey Zone attended the Brotherhood luncheon at the Essex House, here.

Woodbridge

Remodeled, enlarged and featuring a new giant CinemaScope screen, Walter Reade's Woodbridge Drive-In will reopen for its eighth season on March 17. The capacity has been increased to nearly 1,200 cars and the refreshery building has been almost doubled in size and completely remodeled, and the spot's large free children's play area has also been improved. Frank Dean will again manage.

New York State

Albany

Phil Zimmerman, Stanley Warner real estate manager for New England, came here to set up a rental-advertising effort for the discontinued zone offices on the second and third floors of Strand Theatre Building. He discussed details with A. O. La Flamme, Strand manager. A sign in the front window of former SW zone manager Charles A. Smakwitz, now Newark, N. J., zone chief, and another on the door leading to the upper floors list space available. Classified advertisements in Albany papers also spotlight the rental angle, the air-conditioned quarters being described as suitable for business or professional purposes.

Recovering from a finger amputation was Mrs. Jane King, Palace matron. . . . Recovered from gall bladder and appendix removal was patrolman Ben Weaver, who does Sunday duty in the balcony of Strand. . . . Alan V. Iselin, Auto-Vision operator, expected to announce a substantial amount collected in theatre lobbies for the March of



Charles A. Smakwitz, zone manager, Stanley Warner Management Corporation, Newark, N. J., and recently chairman, New Jersey's amusement division for Brotherhood Week, is seen at a luncheon attended by industry leaders and managerial personnel from the entire state. With Smakwitz on the dais are Dave Hyatt, public relations director, National Conference of Christians and Jews; Reverend Howard S. Hageman, pastor, North Reformed Church of Newark; George Gold, Rivoli, Newark, N. J.; Wilbur Snaper, Allied Theatre Owners of New Jersey; Dr. James M. Eagan, divisional vice-president, N.C.C.J.; Frank Damis, Eastern Drive-In Corporation; Irving Dollinger, Independent Theatre Service; and Maury Miller, independent exhibitor.

Dimes drive. Irwin Ullman, Fabian Theatres employee and chairman of theatre arrangements, presented a certificate of appreciation to the woman chairman of the B'nai B'rith, which reported lobby totals of $1,500.

February, a month of serious fires in the area, selected the Broadway, Schuylerville, N. Y., as one of its targets. The 500 seat house, the only one in the village, was gutted by a blaze. Robert Galusha, 15, an employee, was working in the theatre when he discovered the fire. He summoned the fire department by telephone from inside the house, then found his exit blocked by a jammed door when he tried to leave. Firemen pried it open to let the youngster out. An explosion rocked the one-story brick building and blew out the upper part, about the time the fire of undertermined origin was detected. Two adjacent buildings were evacuated, without damage or inury to anyone. The Broadway is owned by Schuylerville Theatre, Inc., of which Vivian Sweet, Salem, N. Y., is president. Sweet, who has operated the Star, Salem, and Swan, Greenwich, N. Y., for a long time, purchased the Broadway about four years ago. It had been owned by the Milligan family.

Manager Al Swett set up a special laugh attraction at the Ritz for Washington's birthday, a "Kartoonascope" of 21 new cartoons. He topped it with a television set to a lucky boy or girl, courtesy of Jim Albertine's Economy Appliance Company. . . . Manager Oscar J. Perrin booked 21 color cartoons for a kiddie matinee at second-run Madison the same day.

Buffalo

Charter of incorporation has been granted to Twin Drive-In Theatre, Inc., drive-in theatres, listing capital stock of 300 shares, no par value. Filer of papers is John J. Masca, here. Directors are Louis Rattaglia, Eggertsville, N. Y.; Anthony Ragusa, here; and John W. Stark, Depew, N. Y.

Middletown

Harry Brandt and Melvin Miller have acquired the State as part of a general expansion of their holdings.

Troy

Seized by police in Gulfport, Miss., Larry Cowen, former manager, Proctor's, was to be extradited here to face a forgery charge lodged by his wife and a grand larceny complaint filed by his mother, resident of local Jewish Home for the Aged. Cowen, pre-war manager, Fabian's Grand, Albany, and earlier a Fabian employee in Brooklyn, had been sought since September, when he disappeared from his suburban home in Melrose, N. Y. A lieutenant commander in charge of the Naval intelligence office here during World War II and a member of the Naval Reserve for 20 years until retirement on pension two years ago, Cowen's car was being sought for repossession by a Troy, N. Y., finance company. Complaints of passing several worthless checks since lighting out also had been made. Illness of several years' standing was advanced as a possible contributing factor. In fact, Cowen's arrest followed his application for admission to a veterans' hospital in Gulfport.



Paramount advertising director Sid Blumenstock and Jerry Sager, publicity and advertising director, B. S. Moss' Criterion, New York City, recently jumped the gun on the Academy Award nominations and prepared the above 40 x 60 in advance with a slot to insert the number of nominations Paramount's "The Country Girl" would receive. The poster was placed on display two minutes after the final Academy Award announcement.

EYEING THE Exchanges

U-I—Delores Fischbein is a new clerk-typist. . . . Bob Ericsin is a new man in the film room. . . . Sandy Serling's brother, Miles, returned from overseas duty with the army. . . . Lee Gans is a new clerk-typist. . . . Clerk-typist Harvey Applebaum left for California and a new job.

MGM—Photographer Clarence Sinclair Bull, head of the still department on the coast, arrived in New York recently to see the city. . . . Helen Cordova, booking department, was home ill. . . . Secretary Laura Karlitz went to Florida on vacation.

WARNERS—Condolences to receptionist Camielle Garrity and contract-clerk Nat Kris upon the loss of their mothers. . . . Edward Farrell is a new employee in the cashier department. . . . Secretary Rita Levy was out due to illness.

20th-FOX—An office party was held recently to celebrate the birthday of sales manager Alex Arnswalder. . . . Statistician Toni Feeney celebrated a birthday on March 4, while bookkeeper Mildred Guido celebrated hers on March 8 . . . Biller Joyce Gershon was to move into her new apartment.

RKO—File-clerk Steve Stelli's father passed away. . . . Inspectress Emma Anderson had a birthday. . . . The niece of June Jacobson celebrated her second birthday recently. . . . Phillis Schaeffer is a new clerk-typist.

UA—Booker Dave Nathan bought a Plymouth convertible. . . . Booker's secretary Vana Smith was scheduled to dance in a K. Of C. show in Montclair, N. J. . . . Sandra Davis is to be married sometime in September. . . . Fritzi Greene is a new clerk-typist

COLUMBIA—Office manager Ted Faligotore was on vacation. . . . Head booker's secretary Mattia Lynch was catching the shows. . . . The office is being redecorated with new pictures adorning the walls.

RAMBLIN' 'ROUND—The redecorating job at Bonded is almost completed. The recently painted walls sparkle in their varied pastel shades. . . . John Shields is a new print booker at AA. . . . Republic's Ann Plisco returned from a two weeks vacation cruise in the West Indies. . . . AA branch manager Nat Furst was recently visited by his daughter and son-in-law. . . . Ruth Lowenthal, formerly of Eastern Drive-In, is now with Liggett-Florin Booking. . . . Brandt booker Max Polinsky recently lost his father. . . . Sid Klein, Island Theatre Circuit, has a new baby daughter named Carol Beth. . . . The father-in-law of Ben Levine is in the hospital critically ill. . . . Essie Weisburger, Leggett-Florin, was enjoying a West Indian cruise. . . . Dave Burkan has moved from Favorite to Buena-Vista.

NEWS OF THE Territory

Philadelphia

Crosstown

The Sablosky Norris Amusement Company, Norristown, Pa., vs Paramount, et al., anti-trust case being given a jury trial in U. S. District Court continued all last week with the plaintiff resting and the defendants beginning their arguments. It seemed apparent that the case would conclude sometime this week.

Steve Wassek, non-union but state licensed projectionist, is still available for work. He may be contacted in care of MOTION PICTURE EXHIBITOR.

Vine Street

De Luxe Buying and Booking Service is now handling the Hopkins, Wilmington, Delaware.

K. Katz is the new booker at Republic.

Max Miller, UA tub thumper, left for Washington, where he expected to introduce Win Min Than, exotic Burmese, who appears in "The Purple Plain," to capital newspaper, radio and TV personnel, as well as garner as much publicity as possible.

William H. Fishman has opened his real estate office in the Commonwealth Building, Suite 304-5. If you have any problems in the real estate, mortgage, and insurance field he would appreciate your contacting him there.

Florence Weiner, Buena Vista booker, is happily ensconsed in her new post.

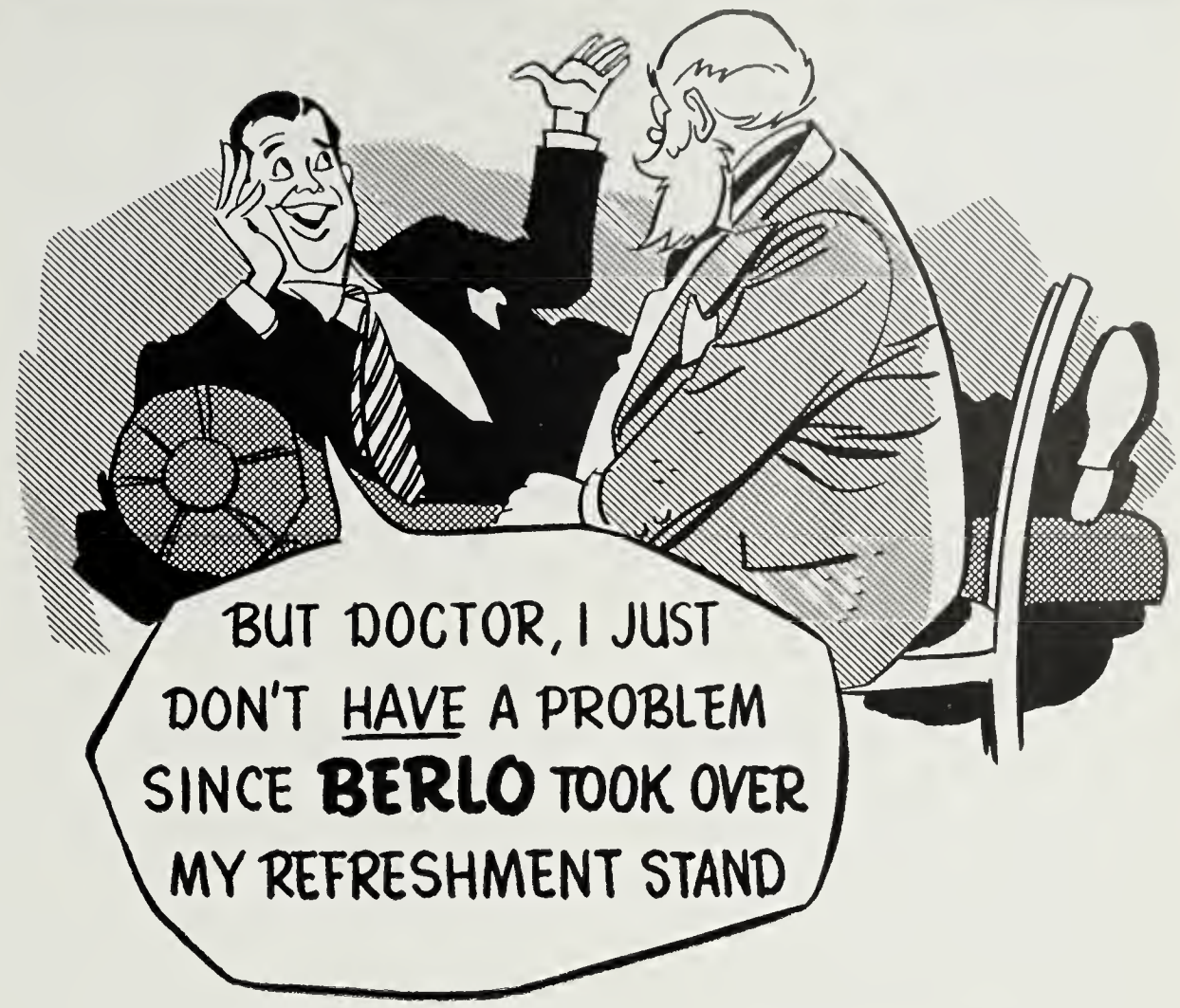
Benny Harris, American Film, has a new film that exploitation houses might be interested in. . . . Dick Antner, Rich-Art Sign Company, celebrated another birthday.

Branch manager Charles Beilan and the other Warner-ites are all set for the forthcoming Norman Moray drive.



Variety Club, Tent 13, Philadelphia, recently tendered a luncheon honoring Judge Leo Weinrott upon the occasion of his recent appointment as Associate Judge of Common Pleas Court Number Five. Seen, left to right, are Judge Weinrott; Dr. Robert L. Johnson, Temple University, principal speaker; and Chief Barker Louis J. Goffman.

Jack Goldman Photo



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Seen at the recent screening of Columbia's "The Long Gray Line" at William Goldman Theatres' Esquire, Philadelphia, were, left to right, E. Roy Sullender, Harvey Brodsky, George Schwartz, Earle Sweigert, Columbia branch manager Lester Wurtele, and Stanton Friedman.

Circuits

Stanley-Warner

White carnations must have gone out of style; Jack Brodsky isn't wearing them anymore. . . . Thelma and Art Piper both celebrated birthdays. Belated congratulations. . . . Dolores Siegal, secretary to Paul Castello and A. J. Vanni, is all aglow over the new home she and her husband Jack have bought. This will be the "house that Jack built" as they haven't broken ground yet. . . . Toba Friedman, Lester Krieger's secretary, left for her vacation.

Rod Taylor, who portrays Israel Hands, the villain in "Long John Silver," next attraction at the Mastbaum, was in town for radio, TV, and press interviews. . . . Irv Blumberg, publicity chief, is running out of ideas for toys to take home to his little daughter, Gail, who had a tonsillectomy. Both Gail and daddy are doing well. . . . The tall, blonde bombshell in the contact department is Jack Brodsky's new secretary, Ruby Kahn. . . . Betty Green, Charlie Green's Missus, was transferred to the Palace.

District of Columbia

Washington

Tom Cosgrove, MGM salesman, and his wife Wanda are the proud parents of a boy born in the Bon Secours Hospital, Baltimore, Md. Both mother and child are doing well. . . . Both the Hillside Drive-In and Beltsville Drive-In have installed new CinemaScope equipment. . . . Sid Hoffman and wife have returned from their interesting and enjoyable tour of Europe. Jerry Dawe, assistant, covered while Hoffman was away. . . . Seen along Film Row was W. R. Panner, K. T. Circuit, Kenbridge, in town booking and buying. . . . Danny Weinberg, Weinberg Circuit, Frederick, Md., visited Harley Davidson, Independent Theatre Service, who books and buys for him.

Dan S. Terrell, MGM publicity head, was in.

COLUMBIA—Irving Hanower, home office representative, was in town, a routine visit to the exchange. . . . Elizabeth Martin celebrated a birthday. . . . Harold Goldstein, booker, has set the date, Oct. 9, and the lucky girl is Nancy Pasin. . . . Sid Zins, publicity representative, has recuperated from a bout with the virus and is now busy setting up a campaign for "The Long Gray Line," which is opening in Baltimore, Md. . . . Elsie Balderson, inspectress, is ailing with a strep-throat. . . . Gray Barker was in to do the booking and buying for the Bartown Drive-In, Bartow, W. Va., and Moorfield Drive-In, Moorfield, W. Va.

U-I—Joe Gins, district manager, and Pete Dana, division manager, visited the exchange on business. Gins will return for further business meetings. . . . Nate Shore is ailing with the virus. . . . The new girl is Margie Olsen, formerly with Warners. . . . Norman Jackter, now branch manager, Albany, purchased a new home. . . . John Horton, studio representative, is out on the coast on business. . . . Norma Collier, secretary to John Horton, studio representative, has a part in the play, "Reunion in Marandola," to be staged at Roosevelt High School Auditorium on March 10.

WARNERS—Robert Smeltzer, division manager, and Ben Bache, branch manager, are in Atlantic City, N. J., attending manager meetings. . . . Catherine Davis, cashier, celebrated a birthday. . . . Cliff Reed, booker, is sporting a new car. . . . Norman Brooks, head shipper, had a birthday.

Lucille Browne, booking department, marked her 20th year with District Theatres. As a memento for the occasion, she was presented with a pin. She also celebrated a birthday last week.

EQUITY—Betty Richardson's son James is celebrating his 13th birthday. . . . Ed Mills, salesman, has been transferred to Albany. . . . Mike Mills' son, Mike Mills, Jr., marked his second birthday. . . . Rod Taylor, star of "Long John Silver," made a personal appearance here and in Baltimore, Md., in connection with the opening of his latest picture. Jack Foxe, publicity director Loew's Capitol, made arragements for Taylor to make TV appearances and meet the local press. "Long John Silver" will also open at Loew's Century, Baltimore, Maryland.

Jake Flax, Republic branch manager, is in New York on a business trip. . . . Jane Harrell, Paramount booker, had a birthday. . . . Bob Cunningham, Paramount booker, is ailing with the virus. . . . Anna Raffo, inspectress, recuperated after being out sick for two weeks. . . . Catherine Sitzer, AA booker-clerk, has resigned to await birth of her second child.

RKO—Hank Howard, publicity representative in Philadelphia, was in town setting up campaign on "Underwater." . . . Nat Levy, east south division manager, was in the exchange on routine business. . . . Gertrude Siegle, bookkeeper, spent the weekend in New York visiting friends and relatives. . . . Charley Hurly received his new company car.

—T. C.



Salesman Pete Prince, MGM Washington branch, was recently designed Captain of the February team in connection with the company's 1955 Motion Picture Theatre Celebration. Seen, left to right, are Josephine Byrnes and Rose Furr, inspectors; Doris Perrie, clerk; Hazel McLaren, head inspector; Prince; Eddie Kushner, head booker and co-captain of the team; Virginia Stroman, inspector; Jeanette Richmond, biller; and Grace Branan, inspector.

Maryland

Baltimore

Leon Back, general manager, Rome Theatres, and Mrs. Back were in New York to see "Silk Stockings." Back's brother-in-law is a member of the cast. . . . Dave Gerber is the new manager, Cinema. . . . Walter Gettinger, part owner, Howard, was in New York on business.

A 10-year-old boy was found locked in the Apex the other evening. He attracted attention of a passing patrolman who arranged for his release. He had fallen asleep during a double feature. The Apex is one of the Schwaber Circuit. . . . Two projectionists of the Town's staff are on the sick list, Charlie Pearce and George Mathews. Charles Conners, Paramount projectionist, also is confined to his home.

Maurice Hendricks, film buyer, Hicks-Baker Theatres, was visiting the Washington exchanges. . . . William G. Myers, owner, DeLuxe, visited in Pocomoke City on business. . . . Al Pratt, Stanley Warner sound chief, was in to check the Stanley. . . . The Allied Motion Picture Theatre Owners of Maryland will hold their annual meeting and election of officers on March 17 or 24. . . . John Volz, publicity head, Northwood, commutes to Washington on business. . . . Ted Kirwan, manager, New, was in New York. . . . John Wesley Jenkins is no longer assistant manager, Mayfair.

The outgoing chairman, Maryland State Board of Motion Picture Censors, Sydney R. Traub, declared Maryland needs movie censorship and the movie censors should be paid more. He was speaking before the Women's Bar Association. Traub said that "foreign films are out greatest scource of worry," but that some film producing companies in this country had made a "laughing stock of the Production Code to which they were signatories." — G. B.

Easton

Just about everyone of the 5,873 persons who live in this small Eastern Shore town and an equal number from the surrounding area turned out to take part in "Music Therapy Fund Benefit Day" by attending the world premiere of MGM's "Hit the Deck" and greeting vivacious Ann Miller. The day was launched by a luncheon sponsored by the Easton Junior Chamber of Commerce. Mayor Calvin G. Lomax presented Miss Miller with the key to the city. The luncheon program, arranged by Jaycee Dick Williams, manager, Schine's Avalon, was emceed by Sam Cannon, manager, station WCEM. Following the luncheon, together with Mrs. George Scott Wallace and Mrs. Margaret Dickson, co-chairman of the day's activities, Miss Miller took part in a program at Easton High School. More than 550 students were in attendance. One of the highlights of the day was the star's appearance before the assembly of the Eastern Shore State Hospital patients at nearby Cambridge, Md. The star talked, sang, and danced, to the delight of the staff and visitors as well as the patients. A later afternoon tea party was broadcast from the lounge of the Tidewater Inn. Taking part with Miss Miller, other than the station's women's commentator and officials of the Music Therapy Fund, was Mrs. William A. Tucker, the former Mrs. Vincent Youmans. Mrs. Tucker told of some of her late husband's experiences connected with his writing the songs for "Hit The Deck." Representatives of out of town newspapers, radio stations, and trade magazines enjoyed a private screening of "Hit The Deck" at the theatre in the afternoon. Resplendent with yacht club pennants, flood lights, pavement throngs, and lobby broadcast, the Avalon presented the world premiere. Local theatre arrangements and general promotion was handled by Avalon manager Williams, who was assisted by Schine's Eastern Shore management supervisor, Herman Knopp, New Milford, Milford, Del., and Tom Baldridge, MGM.

Leonardtown

The 235 Drive-In, California, Md., will open on April 1, according to promotional manager, Southern Maryland Theatres, Ray Trumbule. An 80x35 CinemaScope screen, largest in southern Maryland, is to be installed. . . . To help promote "The Bridges At Toko-Ri," Plaza, Lexington Park, Md., the U. S. Naval Air Test Center loaned the theatre a rubber raft-boat, a "Mae West" jacket, and other equipment for lobby display. . . . James Oehmke is a new aide at the Park, Lexington Park, Md. . . . Mrs. Ray Trumbule, wife of the promotional manager, Southern Maryland Theatres, suffered a serious heart attack at their home at Sandy Bottom. She must now rest a year and do little work.

Natt W. Hodgdon has been sent to Baltimore, Md., to be house manager, Keith and New, and Ray Trumbule, who had been there, has returned to handle the Park and Plaza, Lexington Park, Md., general manager T. L. Harrison, Jr., announced. . . . Theatre owner Jack Fruchtman was down to visit his area holdings. . . . Superscope has been added at the Plaza, Lexington Park, Md. . . . Shirley Tarelton has succeeded Mrs. Sadie Van Hoose as concessionist, Park, Lexington Park, Md. . . . General manager T. L. Harrison, Jr., represented Jack Fruchtman as guest at the Lexington Park Chamber of Commerce luncheon. . . . Billy Anosen, Park, Lexington Park, Md., aide, is busy organizing 'teen age youth clubs and being very successful in his endeavors.

Eastern Pa. Allied Sets Annual Meeting Agenda

PHILADELPHIA — Sidney E. Samuelson, president, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., announced that the 17th annual meeting of the group has been scheduled for the Broadwood Hotel on March 15.

The morning business session will include elections and reports of officers and committees.

After a dutch treat luncheon, the afternoon business session will be followed by a Board of Governors' meeting. Subjects down for discussion at the afternoon session are toll-TV and "Film and What To Do."

Pennsylvania

Reading

R. Elmer Addis, 73, who conducted four different bands at one time up to about 10 years ago in this city, died after a long illness. He was a member of the Orpheum orchestra for many years and at times played in other theatre orchestras. In 1923, when the Rajah was dedicated, he organized the Rajah Shriners drum and bugle corps for the musical program for the dedication.

No plans have been made for large scale changes at the Warner, formerly the State, purchased recently by the Stanley Warner interests of Philadelphia, lessees for many years, for a reported consideration of $180,000. It is understood that the recent death of Paul Knorr, principal heir to the estate of John B. Knorr, owner, presented an opportunity to SW to take over title to this centrally located building in the course of the estate settlement.

Dr. and Mrs. Harry J. Schad, the former president, Schad Theatres, Inc., were guests at the Columbus Hotel, Miami, Fla., and are now on a cruise to sightseeing points in the Caribbean area.

Scranton

Suggestions to either slow down or halt construction of a drive-in along Scranton Pocono Highway were contained in a letter forwarded by Director of Public Safety William Lonsdorf to Angelo and Frank Scavo, owners, Scranton Drive-In Amusement Company. Grubbing the tract where the 500-car outdoor showhouse is to be erected, a bulldozer is operating on leveling and grading, and while the location is in an E Zone where theatres and business establishments are permitted, Lonsdorf points to opposition to the theatre in said location and the expectancy that

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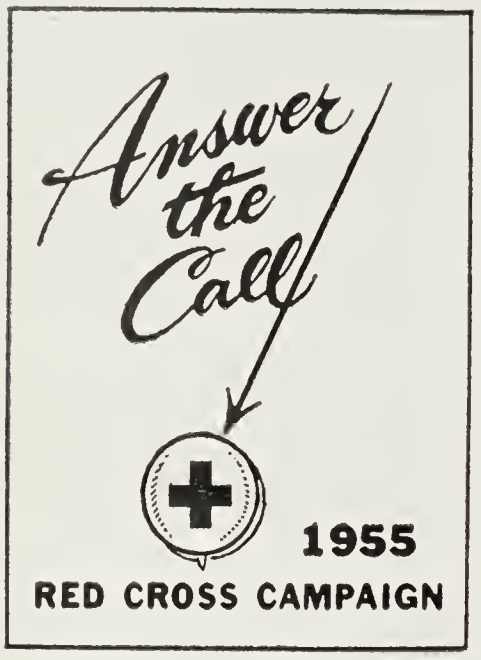
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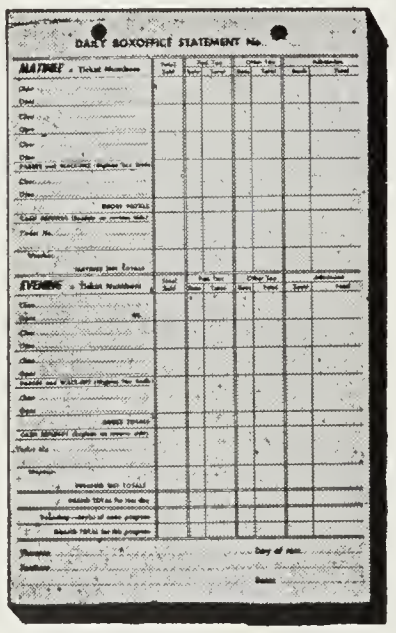

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Wash., D. C. ST 3-8940

it will create a traffic hazard leading onto the Scranton Pocono Highway. O. D. Shipley, traffic expert, Pennsylvania Motor Truck Association, said the theatre would pile another hazard on one of the most dangerous hills in the state. The Century Club of Scranton together with the Holy Name Society of the Church of Nativity have both gone on record in opposing the construction of the theatre at that location on the basis of the added traffic hazard to the community.



BOX OFFICE STATEMENTS

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Music Therapy Benefit Day at Easton, Md., recently featured the world premiere of MGM's "Hit The Deck" with star Ann Miller appearing in person at Schine's Avalon. Miss Miller is seen on stage receiving a large basket of flowers from Vincent Youmans, Jr., son of the late Vincent Youmans, author of the "Hit The Deck" music.

Frank C. Walker, Comerford organization, is among eight former Democratic national committee chairmen who were invited to serve on a special advisory committee to plan the Democratic national convention and the 1956 campaign. Walker was Democratic national committee chairman from 1943 to 1944. He also is a former committee treasurer, Postmaster General of the U. S., and advisor to the late President Roosevelt.

An estimated 800 Lackawanna County cerebral palsied crippled children and orphans attended a Valentine party at the Granada, Olyphant, Pa., George Morris, manager. Thomas J. Walker, general chairman and first vice-president, United Cerebral Palsy of Lackawanna County, extended invitations to all handicapped youngsters in the county to the special program of entertainment that included movies and gifts, and at which members of the Zeta Zeta Sorority acted as receptionists.

Mrs. M. B. Comerford is vacationing in Florida. . . . Art Sweeney, formerly of the Comerford, is hospitalized following a foot injury recently sustained during a basketball game when several bones were broken. . . . At the recent annual meeting of the United Community Chest of Greater Scranton, William Comerford, Comerford Company, was named to a three year term as an incorporator and subscriber. . . . Among the 94 regional, business, civic and industrial leaders named last week to the advance gifts committee of the $1,500,000 Scranton University development program was Michael Comerford, Comerford Theatres, Inc. . . . James Merrick, for many years an employe of the Comerford Theatres, Inc., and more recently at the Strand, died after a brief illness.

Comerford Amusement Company managers and employees counted $11,901.35 in the city's mothers' March on Polio under the direction of Tom Walker, assistant operations manager, Comerford organization. . . . Title of the Eynon, presently closed, was transferred from Comerford Theatres, Inc., to Comerford-Publix Theatres, according to a deed filed recently in the Lackawanna County recorder of deeds office. The consideration was $5,634. . . . Irene Metz, Westside, is ill. . . . Joe Wynn, formerly Riviera, has been transferred to the Strand replacing James Merrick, who recently died. Sam Kessler is sent to the Riviera from the Westside, which vacancy has been filled by Percy Carr, formerly Orient. . . . John DePeet, charter member, Operator's Local 329, and an employe of the Comerford, is a surgical patient at the Mercy Hospital. . . . A one time Comerford Company employe, Mrs. Frank Joyce, the former Ann Neary, became the mother of a baby son born in the Hahnemann Hospital. There is also a daughter in the Joyce family. . . . Mrs. Tom Walker is enjoying a holiday in Florida from whence her husband, a Comeford executive, has just returned.



Columbia exploiteer Milt Young recently arranged a disc jockey luncheon at the Drake Hotel to promote "The Long Gray Line," SW Stanley, Philadelphia. Along with others connected with local radio stations, they were then taken to the theatre for a screening of the film.

Virginia

Wakefield

Jeb Stuart White, former mayor and operator of the town's first theatre, died at the age of 78. He is survived by two daughters, a step daughter, three sisters, and five grandchildren.

Variety Club

Tent 13, Philadelphia

A testimonial is scheduled for March 12 in honor of Frankie Richardson achieving his golden anniversary in show business. There will be entertainment galore, music by Jack Lewis and orchestra, no cover, no minimum, with admission limited to members only. Chairman is Cecil M. Felt.

The Tent's luncheon honoring Leo Weinrott in the Bellevue Stratford Hotel was attended by 600 persons. On the dais were Harry E. Kalodner, James Tate, Edward Emanuel, Rabbi David H. Wile, Dr. Burgess Gordon, George Munger, Dr. Louis P. Hoywer, Robert C. Duffy, Victor H. Blanc, Walter Biddle Saul, Dr. Robert L. Johnson, Temple University president and main speaker; Weinrott, Louis J. Goffman, chief barker, Tent 13; Ralph W. Pries, chairman; Richardson Dilworth, Eugene V. Allessandroni, Horace Stern, Jack Beresin, William Green, A. B. Anderson, Father Sylvester McCarthy, and Leo Posel.

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The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 53 • No. 19

MARCH 9, 1955

COLUMBIA

Three For The Show (737)

MUSICAL COMEDY
91M.

(Color by Technicolor)

ESTIMATE: Musical entry has some angles.

CAST: Betty Grable, Marge Champion, Gower Champion, Jack Lemmon, Myron McCormick, Paul Harvey, Robert Bice, Hal K. Dawson. Produced by Jonie Taps; directed by H. C. Potter.

STORY: When Jack Lemmon, Broadway musical comedy writer, is reported killed in action during the war in Korea, his wife, star musical entertainer Betty Grable, marries Lemmon's former collaborator and partner, Gower Champion. It tuns out that the army has made a mistake and Lemmon turns up just as Grable closes in a show and she and Champion are to leave on a vacation. Things get kind of complicated until he learns the truth, then they don't clear up any because Grable can't decide whom she would like to live with. She enjoys the attentions of both and keeps both at their distance. The army gets its share of the blame but doesn't know what to do about the situation. Champion and Lemmon demand that she make a choice, which is also the desire of Marge Champion, who has been in love with both, so that she can get a bid in for the one that is freed. Producer-agent Myron McCormick uses some ingenuity to bring Lemmon and Champion together to write another show, and things clear up with Champion realizing he is in love with Marge Champion and Lemmon and Grable, too, finding they are really in love. McCormick also has another hit show on his hands.

X-RAY: There are a number of fairly entertaining moments to be found here as well as a couple of cute song numbers and dance routines, but on the whole it could have stood some bolstering in most departments. The story is of average interest and the cast, direction, and production are generally okeh. The screen play is by Edward Hope and Leonard Stern, based on a play by W. Somerset Maugham. Among the songs heard are "Someone To Watch Over Me," "I've Got A Crush On You," "How Come You Do Me Like You Do," "Down Boy," "Which One?" "I've Been Kissed Before." The entry seems best suited for adult audiences. This bears a Legion of Decency "B" rating.

AD LINES: "A Hip-Twirling, Head-Whirling Honey Of A Hit"; "Lively Tunes . . . Luscious Lovlies . . . Laughs Galore In The Year's Big Musical Show"; "One—For The Songs And Dances . . . Two—For The Laughs And Romances . . . Three—For The Show . . . Let's Go."

Wyoming Renegades (727)

WESTERN
73M.

(Technicolor)

ESTIMATE: Average western for the duallers.

CAST: Phil Carey, Gene Evans, Martha Hyer, William Bishop, Douglas Kennedy, Roy Roberts, Don Beddoe, Aaron Spelling, George Keymas, Mel Welles, Harry Harvey, Henry Rowland, Boyd Stockman. Produced by Wallace MacDonald; directed by Fred F. Sears.

STORY: Phil Carey returns to his home town after his release from jail. He decides to go straight and set up a blacksmith shop, but the townspeople are skeptical of his honesty. He manages to establish a practice, with the aid of his sweetheart, Martha Hyer, and new partner Douglas Kennedy. When Carey discovers that the gang plans to rob the town bank, he informs the populace, who make ready for the raid. Something goes wrong and the bandits escape. Carey is blamed, being accused of conspiring in the robbery attempt. With the aid of Kennedy, he escapes from the infuriated citizens, and the two head toward the gang's hideout. They talk ringleader Gene Evans into accepting them into the gang. Plans are made to rob a train. Kennedy, revealing his true identity of a Pinkerton man, tries to contact law officials. He is unsuccessful and forced to accompany the gang when they rob the train. No money is found, but Evans discovers Hyer to be aboard the vehicle and abducts her. The leader also learns of Kennedy's identity and has him killed. Evans makes plans to rob the town, forcing Hyer to trick the townsmen into leaving the town unprotected. When the gang rides into town, it is ambushed by women. The robbers are either killed or taken prisoner, credit being given to Carey, who is exonerated by the citizens.

X-RAY: The film has the excitement and melodrama necessary to please action-fans, and is okeh for the lower half. The acting and direction are standard, but the plot, although not unique, has some variation and moves along at a fast enough pace. Story and screen play are by David Lang.

AD LINES: "Branded An Outlaw, He Had To Prove His Innocence"; "Stalked By The Law, Hunted By Ruthless Killers, Where Could He Turn??"; "To Clear His Name, He Fought With Fists And Guns."

LIPPERT

The Black Pirates (5407)

MELODRAMA
74M.

(Ansco Color) (Made in El Salvador)

ESTIMATE—For the lower half.

CAST: Anthony Dexter, Martha Roth, Lon Chaney, Robert Clarke, Victor Man-

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uel Mendoza, Alfonso Bedoya, Toni Gerry, Eddy Dutko. Produced by Robert L. Lippert, Jr.; directed by Allen Miner.

STORY: A band of pirates led by Anthony Dexter, arrive at a Latin American town in search of buried treasure. They discover that a church has been built over the site of the chest. Dexter journeys into town for the purpose of discovering whether the villagers know of the buried loot. He meets bar-maid Martha Roth and a friendship is established. The town is being guarded by a garrison of soldiers and the pirates must tear up the church in secret in order to find the chest. They fail in their first attempt. Tricking the soldiers into leaving town, the pirates take over the entire village, forcing the townspeople to dig inside the church. It is soon discovered that the treasure-chest has been already dug up. Priest Lon Chaney reveals that it is he who found the gold which was used for charity. Dexter, enraged, orders the town burnt, but the natives, under the leadership of Robert Clarke, revolt and battle the pirate band. Roth rings the church bell to recall the troops, falls from the bell-tower, and dies. The army arrives, and the pirates are killed.

X-RAY: Although the film has the color of its El Salvador setting and an okeh cast, the entry is inclined to lack excitement and contains a number of low spots, resulting in fair entertainment. It should fit in adequately on the lower half. Screen play is by Fred Freiberger and Al C. Ward.

AD LINES: "Wild Raiders Of The Tropic Seas"; "From The Seas They Stormed . . . And Brought Death And Violence With Them"; "A Search For Hidden Treasure In A Jungle Of No Return."

MGM

Blackboard Jungle (521)

DRAMA 101M.

ESTIMATE: High rating entry on juvenile delinquency.

CAST: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes, John Hoyt, Richard Kiley, Emile Meyer, Warner Anderson, Basil Ruysdael, Sidney Poitier, Vic Morrow, Dan Terranova, Rafael Campos, Paul Mazursky, Horace McMahon, Jameel Farah, Danny Dennis. Directed by Richard Brooks; produced by Pandro S. Berman.

STORY: Glenn Ford, young veteran, is hired to teach English at an all-boys school in a tough neighborhood. He's elated particularly because his wife, Anne Francis, is to have a baby. His students, led by Negro Sidney Poitier and Vic Morrow, show they have contempt for authority. At the end of the day, new teacher, attractive Margaret Hayes, offers him a lift home after making a hit with the students with a tight fitting skirt. When he goes to meet her, he hears sounds of a struggle and finds her in the grasp of a student in the darkened library. Ford battles the would-be attacker until help arrives, and he's taken away by the authorities. This further antagonizes his class and leads to Ford and fellow-teacher Richard Kiley being beaten. Kiley quits when the hoodlums smash his priceless record collection. Hayes continues to try and make a play for Ford who isn't having any. Francis is aggravated by anonymous phone calls and notes intimating Ford is playing around with Hayes. This brings on the premature birth of the baby boy, whose life hangs in the balance for several days, but he survives. Ford considers offering his resignation, but interest by Poitier and some others in his producing the Christmas show and in some of the classroom activities modifies his decision. Morrow brings things to a head by refusing to work and pulling a knife on Ford, who wants to escort him to the principal's office. Ford accuses him of attacking him and Kiley and of sending Francis the notes, and though slightly cut on the hand takes the knife away as the rest of the class led by Poitier refuse to help Morrow. Poitier leaves with Ford, pleased that he's not going to quit after all.

X-RAY: This one is really a hot one. It's rough, tough, and yet its motives are of the highest. It exposes, examines, and nails delinquency in schools in poorer and slum neighborhoods, and it also entertainingly suggests some possible solutions. Some of the language and some of the situations have rarely been presented on screens, and the result might very well shock some audiences. The end result is explosive realism and the word of mouth and exploitation values should prove big audience getters. The problems of today's teachers comes to the fore, and the public may be stirred in the proper direction by this phase of the film. Could this encourage further delinquency? It could but only if the situation is already a festering one. In other words, the toughs and the delinquents might very well get a kick out of seeing themselves and their methods portrayed upon the screens. Decent people should treat it as an expose of conditions today. As for entertainment values of the film, these are in the better category because dramatic intensity and suspense keep interest on high throughout. The cast is uniformly good with Ford turning in his best performance to date. He is more than ably supported by Anne Francis, Sidney Poitier, Richard Kiley, Margaret Hayes, and the others. The direction and production are very good. Aiding in the setting of the mood are the tunes "Rock Around The Clock," "Invention For Guitar And Trumpet," and "The Jazz Me Blues." The screen play is by Richard Brooks, who also directs, based on the novel by Evan Hunter.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Was Told—Don't Be A Hero And Never Turn Your Back To The Class"; "They Were After Diplomas In Delinquency Unless Someone Could Stop Them"; "Want A Little Action? . . . Come To School And Learn A Few Things Not Taught In Books."

Hit The Deck (519)

MUSICAL COMEDY 112M.

(CinemaScope)
(Eastman Color)

ESTIMATE: Entertaining musical entry.

CAST: Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, Russ Tamblyn, J. Carrol Naish, Kay Armen, Richard Anderson, Jane Darwell, Alan King, Henry Slate, Jubalaires. Directed by Roy Rowland; produced by Joe Pasternak.

STORY: Navy chief petty officer Tony Martin and seamen Vic Damone and Russ Tamblyn return to San Francisco. Martin finds his song-and-dance sweetie, Ann Miller, has decided to marry a civilian since he won't wed her after six years of waiting. Damone finds his mother, Kay Armen, keeping company with J. Carrol Naish, and the latter is surprised at the grown son and becomes cautious. Tamblyn has been keeping it a secret that he is the son of an admiral, Walter Pidgeon, and he finds his sister, Jane Powell about to get mixed up with married actor-wolf Gene Raymond. Tamblyn meets dancer-singer Debbie Reynolds, learns of the whereabouts of Raymond, and he and his buddies hurry to rescue Powell. The apartment is wrecked, and Raymond emerges with a black eye and complaints to the Shore Patrol, which gets out an alarm for the three. They have several close calls, one of which is in Naish's flower shop where Martin makes believe that he is going to ask Armen to wed, which prompts a proposal from Naish. Powell tries to get Raymond to withdraw the charges, but he sets a trap for the trio and they are caught. Pidgeon is shocked that it might ruin his son's career in the Navy until his aide, Richard Anderson, announces that Raymond has arrived to drop the charges having been convinced that his career and marriage would suffer by the bad publicity. Everybody is happy come finale time, with Martin asking Miller to wed, Tamblyn and Reynolds looking forward to a future together, and Powell and Damone in love.

X-RAY: This entry is light, gay, and full of amusing entertainment as well as colorful settings and neat dance routines. Audiences will take it lightly and take to it. The story is interesting and holds the dance and comedy routines together nicely, while the performers turn in fine jobs. The direction and production are in the better class. All-in-all it's an entertainment package that should please most audiences looking for some fun and uncomplicated screen fare. Among the tunes heard are "Join The Navy," "Loo, Loo," "Hallelujah," "Keepin' Myself For You," "Lucky Bird," "A Kiss Or Two," "Why, Oh Why," "Sometimes I'm Happy," "I Know That You Know," "More Than You Know," "Ciribiribin," "Lady From The Bayou," and "Harbor Of My Heart." The screen play is by Sonya Levien and William Ludwig, based on the musical play, "Hit The Deck."

TIP ON BIDDING: Higher bracket.

AD LINES: "Hit The Entertainment Jackpot With 'Hit The Deck' . . . A Gay And Funny Film With Loads Of Music, Dancin' And Romancin' "; "Join The Navy . . . And Have Some Fun In CinemaScope"; "Three Gobs Had Only One Thing In Mind On Their First Shore Leave In Months . . . Girls, Girls, Girls."

RKO

Tarzan's Hidden Jungle (507)

MELODRAMA 73M.

ESTIMATE: Average series entry.

CAST: Gordon Scott, Vera Miles, Peter Van Eyck, Jack Elam, Zippy, Charles Frederichs, Richard Reeves, Don Beddoe, Ike Jones, Jester Hairston, Madie Norman, Rex Ingram, Lucky. Produced by Sol Lesser; directed by Harold Schuster.

STORY: Jack Elam, greedy white hunter, and Charles Frederichs have been hired by Don Beddoe to collect hides, elephant tusks, animal heads, etc., and they set about killing animals indescriminately. One of the gang crosses into territory controlled by a savage tribe led by Rex Ingram and he is thrown to hungry lions after killing an elephant. Elam learns that the tribe permits UN doctor Peter Van Eyck to enter their territory for medical teatment and research periodically. Through the efforts of his nurse, Vera Miles, Elam prevails on Van Eyck to permit them to go along for photographic purposes, hiding the fact that they are hunters. Miles learns their real purpose but is lost in the jungle and threatened by its hazards until Gordon (Tarzan) Scott arrives. Together they make their way to Ingram. The latter is incensed by efforts of Elam and company to drive

the animals across the river so they could be slaughtered and orders Miles and Van Eyck killed for bringing the intruders. Scott saves the situation by calling the animals to return, with Elam and Frederichs crushed by the hordes of elephants. Scott saves the doctor and the nurse and peace is restored.

X-RAY: Devotees of the Tarzan series will find that this latest in the series fills the bill pretty well, with newcomer Gordon Scott filling in the title role neatly. There is a switch in story line in that Tarzan no longer has any female attachments but rather devotes his efforts to keeping peace in the jungle although he does appreciate shapely Vera Miles. There is enough action to keep youngsters and adults who like the series satisfied. The screen play is by William Lively based on the creations of Edgar Rice Burroughs.

AD LINES: "Another Thrilling Tarzan Adventure Brought To The Screen"; "When Killer Hunters Invade The Jungle, Tarzan Battles Them To The End"; "Savage Killers Battle Tarzan Deep In The Jungle."

REPUBLIC

Doctor In The House

COMEDY
92M.

(Rank)

(Technicolor) (English-made)

ESTIMATE: Light hearted import should have wide appeal.

CAST: Dirk Bogarde, Muriel Pavlow, Kenneth More, Donald Sinden, Kay Kendall, James Robertson Justice, Donald Houston, Suzanne Cloutier, Geoffrey Keen, George Coulouris, Jean Taylor-Smith, Harry Locke, Ann Gudrun, Joan Sims, Maureen Pryor, Shirley Eaton, Nicholas Phipps, Lisa Gastoni. Produced by Betty E. Box; directed by Ralph Thomas.

STORY: Dirk Bogarde enters medical school and is taken under the wing of students Kenneth More, who purposely flunks each year so that his grandmother's bequest of 1,000 Pounds a year while a student will continue; Donald Sinden, more interested in girls than study; and athlete Donald Houston. More is forced to study as his girl, Suzanne Cloutier, threatens to leave unless he makes some progress toward a degree. Life is fast and furious for the students, and Bogarde becomes interested in nurse Muriel Pavlow. Their romance blossoms despite the temporary distraction of lovely model Kay Kendall. The five years pass quickly for Bogarde after an inauspicious start in which he faints at the sight of blood; falls through a window of the nurse's quarters and is only saved from expulsion by the efforts of famed surgeon James Robertson Justice; and other misadventures involving his roommates. He completes the course and qualifies, proud to be a doctor but aware that uproarious student days are gone forever.

X-RAY: If medical school is not as depicted here, it certainly should be, for a more happy, likeable group of students never graced theatre screens. This Technicolor comedy broke all records in England, winning the equivalent of the Academy Award for More, and with the proper handling should more than satisfy on this side of the Atlantic. The dialogue is fast and funny, the situations amusing, and the performances bright and polished. More and Justice are particularly effective. The color, production, and direction are high calibre. This is a natural for the art spots and class houses, but there is no reason why it can't be played to the mass audience, who should enjoy themselves if proper selling gets them into the theatre. This one is guaranteed to make friends for several English performers. The screen play is by Nicholas Phipps from the novel by Richard Gordon.

AD LINES: "Five Years Of Mirth And Madness Make A 'Doctor In The House'"; "He Learned As Much About Women As Medicine, And It Was More Fun"; "England Loved It—So Will You."

20TH-FOX

Untamed (507)

ADVENTURE DRAMA
111M.

(CinemaScope)

(Color by DeLuxe)

ESTIMATE: Colorful entry has names and angles.

CAST: Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson, Brad Dexter, Henry O'Neill, Paul Thompson, Alexander D. Havemann, Louis Mercier, Emmett Smith, Jack Macy, Trude Wyler. Produced by Bert E. Friedlob and William A. Bacher; directed by Henry King.

STORY: In Ireland in 1847, Tyrone Power is a guest at the home of Henry O'Neill, where he has come from South Africa to purchase horses to help equip his force of commandos, men dedicated to seeking a free Dutch state. He and O'Neill's daughter, Susan Hayward, are attracted to each other, but he convinces her her place is not at his side just then. The potato blight kills the land and O'Neill, and Hayward marries neighbor John Justin. They set out for the new land of South Africa and her baby is born. In Capetown, they join a wagon train headed for free land some 800 miles distant through hostile Zulu-infested territory. Richard Egan, head of the outriders, is attracted to Hayward to the jealousy of his girl, Rita Moreno. They are besieged by thousands of Zulus. Among those killed is Justin and the situation is saved by the arrival of Power and his men. There is a fight between Egan and Power over Hayward, who loves Power, and the latter wins. They build a house. Power, however, is soon summoned away. Egan shows up and Hayward permits him to stay to help out with the chores. A storm brings down a tree on Egan's leg and amputation is necessary. Power's baby is born to her. Trading household possessions for gold with the natives, she comes across a huge rough diamond, which permits her to live in Capetown in style, and here Power finds her again as well as his son. A battle soon separates them again and she loses all her money. She and her sons try and recoup only to run across Egan again who heads a band of outlaws who have taken over a town. She is held prisoneer by him until Power and his men arrive and defeat Egan's men. He tries to escape using one of the youngsters as a hostage but is killed by a spear thrown by Power's native aid. Power at last feels free to join Hayward on their land now that peace and freedom have come to the land.

X-RAY: There are a goodly number of thrilling moments to be found here, especially the siege of thousands of Zulus plus some moments of high drama and action, and the entry as a whole proves entertaining. It is aided by competent performances by the cast, good direction and production. The story packs a load of situations in its lengthy telling and holds interest throughout. With some selling and exploitation, it should do well. The screen play is by Talbot Jennings, Frank Fenton, and Michael Blankfort, adapted by Jennings and William A. Bacher, and based on the novel by Helga Moray.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Handful Against Thousands Of Avenging Zulus In Color And CinemaScope"; "An Adventure Thriller Packed With Action And Bruising Romance"; "He Had A Job Taming Both The Country And The Girl."

UNITED ARTISTS

Stranger On Horseback

OUTDOOR MELODRAMA
66M.

(Goldstein)

(Ansco Color)

ESTIMATE: Good program entry.

CAST: Joel McCrea, Miroslava, Kevin McCarthy, John McIntire, Nancy Gates, John Carradine, Emile Meyer, Robert Cornthwaite, Walter Baldwin, Jaclynne Greene. Produced by Robert Goldstein; directed by Jacques Tourneur.

STORY: The western town practically owned by John McIntire, and his clan is visited by circuit judge Joel McCrea, who discovers that McIntire's son, Kevin McCarthy, has not been arrested or tried for a fatal shooting. He sets about to right that wrong to the dismay of legal advisor to the McIntire clan, John Carradine, and to the pleasant suprise of sheriff Emile Meyer. McCrea subdues McCarthy in the saloon and escorts him to jail. When Carradine has himself appointed prosecutor, McCrea realizes he must get the prisoner away to another town. He discovers that James Bell and his daughter, Nancy Gates, witnessed the shooting and that McIntire has an attractive and strong-willed niece, Miroslava, who makes a play for McCrea. The latter, Meyer, the prisoner, and the two witnesses sneak off in the night before McIntire's men can storm the jail. While McIntire and his men seek them out, Miroslava joins McCrea to warn him. McIntire and his men surround them and McCrea appears to surrender until he can get to a vantage point and open up with his guns. McIntire bows to the force of law and Miroslava goes with McCrea.

X-RAY: A highly interesting story well-built with suspense and drama is to be found here, along with competent performances by the cast as a whole and particularly McCrea. Action, too, is injected in proper proportion. The direction and production are in the good category. It should make up well as part of the program. The screen play is by Herb Meadow and Don Martin, based on a story by Louis L'Amour. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Fair program rates.

AD LINES: "It Took A 'Stranger On Horseback' To Stir Things Up"; "Action . . . Murder . . . Romance . . . Adventure Follow The 'Stranger On Horseback'"; "An Off-Beat Story About A 'Stranger On Horseback' And How His Arrival In Town Changed Some Lives."

U-International

Land Of Fury (509)

MELODRAMA
82M.

(Rank)

(Filmed in New Zealand)

(Print by Technicolor)

ESTIMATE: Okeh programmer or art house entry.

CAST: Jack Hawkins, Glynis Johns, Noel Purcell, Laya Raki, Inia Te Wiata, Patrick Warbrick, Kenneth Williams, Tony Erstich, Edward Baker. Produced by George Brown; directed by Ken Annakin.

STORY: In 1820, ship's officer Jack Hawkins lands in sparsely settled New Zealand with Noel Purcell. They are taken prisoners by Maori tribesmen headed by Inia Te Wiata. Hawkins makes a good impression and is proclaimed a friend and given some land should he ever wish to return. Returning to England, he and Purcell are arrested for unwittingly carrying contraband given them by the captain. They are heavily fined and Hawkins decides to return and settle in New Zealand. Fiancee Glynis Johns accompanies him and they are married. With a few followers, they build a small settlement. Hawkins succumbs to the charms of Wiata's wife, Laya Raki, but the chief refuses to turn to violence. Peace is continually threatened by another tribe, with Wiata's priest, hating Hawkins, also plotting their downfall. Eventually the two enemies attack the settlement without Wiata's knowledge. Although the attackers are beaten off, they take their toll, with Hawkins and Johns dying together in the flaming cabin despite Wiata's attempts to rescue them. Their baby son survives and is cared for by Wiata as more settlers land.

X-RAY: A fairly colorful entry depicting life in settling of New Zealand by the whites has a story of average interest, some action sequences, interesting native footage, colorful settings, okeh performances, and average direction and production. The native angles can be exploited for programmer use or it can go in art houses. The screen play is by William Fairchild. This bears a Legion of Decency "B" rating.

AD LINES: "Savage Natives Fight For Their Land In New Zealand"; "Follow White Men Into New Lands And Thrilling Adventure"; "Action . . . Adventure . . . Torrid Romance . . . Savage Native Attacks."

Ma And Pa Kettle At Waikiki (519)

COMEDY
79M.

ESTIMATE: Okeh series entry.

CAST: Marjorie Main, Percy Kilbride, Lori Nelson, Cindy Garner, Claudette Thornton, Lowell Gilmore, Byron Palmer, Loring Smith, Esther Dale, Fay Roope, Teddy Hart, Oliver Blake, Mabel Alpertson, Russell Johnson, Ben Welden, Ida Moore, Charley Lung, Hilo Hattie. Produced by Leonard Goldstein; directed by Lee Sholem.

STORY: When Percy Kilbride's tycoon cousin in Hawaii, Loring Smith, is taken ill with overwork, he sends for Kilbride to take over in view of the letters Kilbride has written to him of his wealth and business knowhow. He is accompanied by Marjorie Main and their eldest daughter, Lori Nelson, to whom Byron Palmer, Smith's assistant, becomes attached. While Main causes a sensation among the feminine social set, Kilbride comes through with some accidental innovations at the factory which speed up production, one of which almost blows up the place. A competitor has Kilbride kidnapped so that he can't sign some necessary legal papers. He wanders away from his gunmen keepers and makes friends with a Hawaiian family. The latter assists Main in rescuing Kilbride from the crooks, who are turned over to the police. Main and Kilbride decide that it is time to go home, with Kilbride emerging as a hero and saving the business. The romance between Palmer and Nelson also grows riper.

X-RAY: On a par with previous entries, this latest in the series should please devotees as others have in the past, and it is best suited for the program where the releases find favor. The story is average, as are the performances, direction, and production. The screen play is by Harry Clork and Elwood Ullman. One song, "Kaleponi Hula" is heard.

TIP ON BIDDING: Usual program rates.

AD LINES: "Ma And Pa Whoop It Up In Hawaii Where The Grass Skirts Blow And The Pineapple Juice Flows"; "Ma And Pa At Their Funniest"; "It's Hula Time In Hawaii For Ma And Pa Kettle."

Man Without A Star (520)

OUTDOOR MELODRAMA
89M.

(Color by Technicolor)

ESTIMATE: Off-beat outdoor action entry has the angles.

CAST: Kirk Douglas, Jeanne Crain, Claire Trevor, William Campbell, Richard Boone, Mara Corday, Myrna Hansen, Jay C. Flippen, Eddy C. Waller, Frank Chase, Roy Barcroft, Millicent Patrick. Produced by Aaron Rosenberg; directed by King Vidor.

STORY: Wandering cowhand Kirk Douglas saves fellow boxcar traveler William Campbell from taking a rap for a freight car murder of a train guard committed by another hitchiker. Campbell sticks to Douglas who teaches him to rope, ride, and shoot as they go to work for foreman Jay C. Flippen on a ranch owned by new purchaser Jeanne Crain. For relaxation, Douglas turns to Claire Trevor, woman of easy virtue. Crain announces she has bought more cattle and will let them graze wherever she pleases, despite requests from other ranchers to restrict her herds. Flippen refuses to carry out her orders so she asks Douglas to take over. The other ranchers string barbed wire to protect their grazing lands, and Douglas decides to leave after a fight with Campbell, who becomes Crain's defender, even killing a man who insults her. Her new foreman, Richard Boone, gets rough with the other ranchers. He also insults Douglas and makes a fool of him in public when he is gunless, so that Douglas joins the ranchers in their war on Crain and Boone. The latter has a fight with Campbell, who is wounded and warns Douglas of a stampede attack, which is stopped. Douglas beats Boone in a fight. The other ranchers having won their point try to get Douglas to remain and offer him a spread, but he decides to seek his destiny elsewhere. Campbell remains behind to marry a local rancher's daughter.

X-RAY: This is an off-beat western that has much of merit in it. It's loaded with action, dramatic moments, good performances, and better direction and production. There are sequences which are best suited for adult audiences. The story holds interest throughout, with the pace a good one. With a little extra effort, it might show better-than-average results. Two tunes are heard, "Man Without A Star" and "And The Moon Grew Brighter And Brighter." The screen play is by Borden Chase and D. D. Beauchamp, based on a novel by Dee Linford. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Had A Way With Men And Women . . . They Liked Him Or Hated His Guts"; "He Was Quick With A Guitar Or Gun And Hated To Be Fenced In"; "Action . . . Thrills . . . Raw Courage . . . Fast Gunplay . . . Romance Where He Could Find It . . . All Part Of Day's Work To The 'Man Without A Star'."

FOREIGN

The Immortal City

DOCUMENTARY
78M.

(Realart)
(Filmed in Italy)
(Print by Technicolor)

ESTIMATE: Good artistic entry for art and specialty spots.

CREDITS: Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr.

STORY: The histoic ruins, statues, palaces, and temples in and around Rome each have their place in the story of Rome and the story of the switch from paganism to the worship of the religion of Christ is told as each of the works of art are photographed. Early Christian hardships are related, the march on Rome by Constantine, his conversion to Christianity, the transforming of the pagan temples into temples of Christ, the attacks by Attila the Hun and those of the Saracens later, the progress made by science in the 15th century, the rejuvenation of St. Peters and a complete tour of that institution together with its fabulous art treasures, the Vatican City, its treasures, routines, building and gardens as well as its guards and its principal inhabitant, The Pope, are all to be seen. Visitors flocking for audiences with the Pontiff brings the film up to date with modern-day Rome getting its share of camera attention.

X-RAY: Suited primarily for art and specialty spots because of its subject matter, this entry filmed with special permission from the Vatican, is one of the better features of its type. Although lengthy, the film does get a chance to show off in color some of the treasures by Raphael, Cellini, Perugino, Michaelangelo, and many others, and narrator Burr does a fine job tying in the history of the city with its photographed landmarks and treasures. Heavily populated Catholic areas may flock to this, what with special attention given St. Peters, the Pope, the Vatican, and other religious shrines.

AD LINES: "A Story Never Before Told In Such Marvelous Detail"; "History Lives Again In A Colorful Presentation About 'The Immortal City'"; "A Thrilling Tale Of A City That Made History Through The Ages Told With Startling Realism And In Revealing Color."

The Naked Heart

DRAMA
96M.

(Associated Artists)
(Made in Canada)

ESTIMATE: Okeh for the art spots.

CAST: Michele Morgan, Kieron Moore, Francoise Rosay, Jack Watling, Philippe Lemaire, Nancy Price, Francis de Wolff, George Woodbridge, Fred Johnson, Dimitri, Michael Mulcaster, Frian Roper, Catherine Bradshaw. Produced by Nelson Scott; directed by Marc Allegret.

STORY: Michele Morgan returns to her home at Perribonka, a tiny Canadian village, after five years at school. She becomes the center of attraction for three young men. There is Jack Watling, her childhood sweetheart; Philippe Lemaire, gay trapper; and Kieron Moore, son of Morgan's godfather, Francis de Wolff, who has returned to his native town only to escape the police after years of crime in the cities. Morgan falls in love with Lemaire, but is disillusioned and brokenhearted when she finds him making love to another girl. Moore, borerd with his life in the backwoods, flirts with Morgan and finds himself in love. It is through his efforts to prove to Morgan that his love is sincere that he is finally caught by the police and killed. Morgan turns to Watling, shocked by Moore's death into realizing that love can only be built on understanding.

X-RAY: The film is graced with good acting performances, an interesting story that is filled with insight and human understanding, and good direction. The authentic Canadian background, captured

by superior photography, also adds merit to the fare and makes it okeh entertainment for the art and specialty houses. Screen play by Marc Allegret.

AD LINES: "Desired By Three Men, Her Choice Would Be Her Fate"; "In The Barren North, Where Emotions Run High, They Fought The Forces Of Nature For The Love Of A Woman."

The Short Parade

TWO REEL

CinemaScope Color Novelties

MGM's 1955 MOTION PICTURE CELEBRATION. CinemaScope. 18m. The short has George Murphy talking about the theatre in general, after which he tells about pictures which MGM is readying for theatres everywhere. There are scenes from "Jupiter's Darling," "Bedevilled," "Hit The Deck," "The King's Thief," "The Prodigal," "The Glass Slipper," "Interrupted Melody," "Moonfleet," "It's Always Fair Weather," and "Love Me Or Leave Me." The author and the cast of "The Cobweb" are introduced. Murphy also mentions a number of other productions, including "I'll Cry Tomorrow," "Bhowani Junction," "Blackboard Jungle," "Mary Anne," and "Teahouse Of The August Moon." The film is gratis to all theatres. GOOD.

TUNA CLIPPER SHIP. 20th-Fox—CinemaScope Specials. 18m. The film presents the adventurous argosy of a ship and the men who sail her into the trackless maritime wastes in search of the valuable tuna fish. The 400-ton tuna clipper, Constitution, is viewed as it hunts for the game with its modern equipment. The ship's crew is seen performing the intricate task of catching the giant fish. EXCELLENT. (7501).

Comedy

G.I. DOOD IT. Columbia—All-Star Comedies. 16m. Joe Besser gets into a scrap with an Army sergeant just before he is drafted. When he gets to camp he finds himself serving under the very same sergeant. The sergeant gives Joe a rough time. Some documents are stolen and the commander offers a promotion to anyone who finds them. Joe and the sergeant get into a fight in the kitchen and dislodge a coffee can in which the documents are secreted. Joe becomes a sergeant, and the former sergeant is busted to private. FAIR. (7414).

A KNIGHT AND A BLONDE. Columbia—Assorted Favorite Reprints. 14m. When first reviewed in THE SERVISECTION of November, 1944, it was said: "Hugh Herbert and his jealous wife are at a hotel where they meet her brother and his sleepwalking blonde wife. After the usual slapstick, Herbert further complicates matters by hiring a porter to pose as the blonde in an attempt to cure his wife of jealousy. FAIR." (7425).

OF CASH AND HASH. Columbia—Three Stooge Comedies. 16m. The Stooges are walking down a street when an armored car is held up by three men. The police arrest the Stooges on suspicion but they are released on bail. In the restaurant they operate, they spot one of the hold-up men. They trail him and after a running series of gag fights manage to capture the gang. FAIR. (7405).

Color Novelty

ASSIGNMENT CHILDREN. Paramount—Special. Technicolor. 20m. Told here is the story that UNICEF, the United Nations' Children's Fund, is doing to aid the thousands of sick, hungry, needy youngsters. It is told via a tour of actor-comedian Danny Kaye throughout the Orient, who talks to the youngsters about to receive food or medical treatment and makes them laugh and demonstrates some of the organization's activities. The proceeds from this short will go to UNICEF. EXCELLENT.

BEAUTY AND THE BULL. Warners—Special. 17m. While in Mexico, fashion model Bette Ford and girl friends attend a bull fight. They also visit a matador's ranch where Ford braves the charges of a week-old bull. There Ford decides that she is to be a bullfighter. Ford travels throughout Mexico, taking formal training and fighting bulls on ranches and at small exhibitions and fairs. A year later Ford gets her chance to fight before a highly critical audience. Four times Ford is knocked down, but winds up with the dead bull at her feet and the cheers of the crowd ringing in her ears. This is in WarnerColor. EXCELLENT. (2006).

Nature Study

THE WORLD OF LIFE NUMBER 10. Meadow. 16m. Observed is the small mammal called a Tarsier, which can be considered a living fossil due to its resemblance to prehistoric creatures. The Tarsier has enormous eyes and collapsible ears. Also off the coast of Wales lies the Island of Skokholm, a bird sanctuary and observatory where many varieties of seabirds make their summer home. At a stable in England, the care and training of racehorses is observed. Great skill goes into the rearing of the young thoroughbred foals, on which the whole British blood stock depend. This is one of a series of nature films. GOOD.

Serial

BLACK ARROW. Columbia Serial. 15 chapters. In the cast are Robert Scott, Adele Jergens, Kenneth MacDonald, Robert Williams, Charles Middleton, Martin Garralaga, George Lewis, others. Directed by Lew Landers; produced by Robert Flothow. First Chapter, "City Of Gold." 28m. When first reviewed in October, 1944, it was said: "This opens in the period immediately following the Civil War, when the carpetbaggers came into a community and picked it so clean that almost every bit of territory was a shambles financially. One of these, Kenneth Jackson, hearing of a secret city of gold, takes his henchmen out west, and manages to stumble on an isolated tribe of fire-worshipping Indians, whom he entrances with some wooden matches. Because they are trespassing on an Indian reservation, they are stopped by several bona fide Navajo braves, who try to force them to come before the local Government agent, Charles Middleton, but the braves are killed. One of those killed was a Navajo chief and the father of Black Arrow, Robert Scott, who is ordered to avenge his father's death by murdering Middleton. As a result of his refusing to do so, he is driven from the tribe with some of his own tribe pursuing him with orders to kill him. FAIR." (7140).

VistaVision Color Novelty

PARAMOUNT PRESENTS VISTAVISION. Paramount—Special. Technicolor. 20m. This two-reeler presents product due to emerge from the Paramount studios in future months with proper attention being given the new VistaVision cameras and their results. Among the pictures which are plugged via scenes or settings are "White Christmas," "Run For Cover," "The Trouble With Harry," "To Catch A Thief," "The Seven Little Foys," "We're No Angels," "The Far Horizons," "Three Ring Circus," "Strategic Air Command," and "Lucy Gallant." It is available gratis. GOOD.

ONE REEL

Color Cartoons

ALL FOWLED UP. Warners—Merrie Melodies. 7m. Foghorn Leghorn, the rooster, is always pulling practical jokes on the barnyard dog, but the dog always goes Leghorn one better. When the hungry Henery, the chicken-hawk, comes along in search of his dinner, the dog wastes no time in leading him to the rooster. FAIR. (2711).

BEANSTALK BUNNY. Warners—Bugs Bunny Specials. 7m. Daffy Duck and Bugs Bunny get mixed up in Giantland, where Elmer is the giant. Elmer pursues the pair through the land of gargantuan objects, but they escape his monstrous clutches at every turn. Finally, he tries to grind them for bread, but the rabbit and duck are too much for him. GOOD. (2725).

GANDY GOOSE IN BARNYARD ACTOR. 20th-Fox—Terrytoon Cartoon. 7m. Rudy Rooster teams up with Gandy Goose in order to drive another rooster away. Their plans call for Gandy to dress up in a fox costume. Gandy does this, but a real fox arrives and creates confusion. It all comes out well in the end, with the unwanted fowl being chased by the fox and Rudy ruling supreme. FAIR. (5501).

STORK NAKED. Warners—Merrie Melodies. 7m. Daffy Duck, getting the idea that the stork is coming to deliver a baby, sets up anti-aircraft, guns, radar, guillotines, and bear traps to thwart the stork's delivery. The contest develops between the stork and Daffy, with the stork finally leaving an egg with Daffy. The egg hatches out, but it is a baby stork, and Daffy sets out to make delivery to the stork. GOOD. (2712).

TERRY BEARS IN DUCK FEVER. 20th-Fox—Terrytoon Cartoon. 7m. Papa bear, the Terry Bears, and the hound go hunting for duck. They incur a series of misadventures, with the ducks outwitting the hunters at every turn. When papa returns home empty handed and infuriated, he hurls the ammunition into the fireplace, resulting in a barrage of bullets being shot out of the chimney that bring down a flock of ducks flying overhead. GOOD. (5505).

UNSURE RUNTS. Columbia—Color Favorites Reissues. 7½m. When first reviewed in THE SERVISECTION of June, 1946, it was said: "The Crow is an insurance agent who tries to sell the Fox some accident insurance, but he proves sales resistant despite all of the Crow's attempts. He finally succeeds in getting the Fox's signature on the dotted, and then winds up putting him in the hospital. FAIR." (7608).

A YOKOHAMA YANKEE. 20th-Fox—Terrytoon Cartoon. 7m. The parents of a Japanese butterfly are held captive by an old spider who refuses to release them unless he can marry their daughter. The daughter prepares for the wedding, while her yankee doodle bug is aboard a destroyer coming to her rescue. The bug arrives and gives battle to the spider, finally driving the old villain away. EXCELLENT. (5503).

CinemaScope Color Novelties

BIRTHDAY PARADE, 20th-Fox—CinemaScope Specials. 10m. One of the most renowned royal processions from Buckingham Palace, the Trooping of the Color marking the official birthday of the Sovereign, is seen in Eastman Color. The ceremony begins when Queen Elizabeth rides out through the gates of her palace. On this occasion, the Goldstream Guards provide the escort for the Color. GOOD. (7503).

STAMPEDE CITY. 20th-Fox—CinemaScope Specials. 7m. Calgary, Canada, a peaceful old western town, comes alive with parades and pageants for "The Big Stampede." Plenty of horses with gayly clad cowboys and cowgirls, and Indians robed in all their finery are on the scene. GOOD. (7502).

Musical

TONY PASTOR AND ORCHESTRA. Columbia—Thrills Of Music. 10m. When first reviewed in THE SERVISECTION of September, 1948, it was said: "Disc jockey Fred Robbins introduces the number, and Tony Pastor and his orchestra go through their paces in a trio of tuneful novelty songs. The numbers heard are "The Maharajah Of Magador," "The Secretary Song," and "Man At The Door." This is a sprightly reel. GOOD." (Rosemary Clooney is seen as one-half of the Clooney Sisters.) (7954).

Color Novelty

ROUGH RIDING. MGM—Pete Smith Specialty. 9m. Some of the hazardous ways of winning prizes for the cowboy are shown in Technicolor at a Wyoming rodeo. Some of the cowboys follow the rodeo from town to town, paying entry fees to participate in some of the contests which can result in serious injury. Narration by Pete Smith. GOOD. (S-652).

Novelty

CANDID MICROPHONE. Columbia—No. 1, Series 2. 9m. When first reviewed in THE SERVISECTION of November, 1949, it was said: "Allen Funt, with the aid of the hidden microphone and motion picture camera, gets unsuspecting people to act natural on the screen. His first session is with a woman in an airline office who wants to buy a ticket to Denver. After he gets through, she almost decides to take the train. Next, he plays a clerk in a plumber's supply house, and tries to talk a character out of wanting to build a shower in a closet. The final sequence has him as adviser in the office of a honeymoon service, where he tries to sell a prospective bride a bill of the wrong goods. EXCELLENT." (7554).

HOLLYWOOD SHOWER OF STARS. Columbia—Screen Snapshots. 9m. Many of Hollywood's top stars are shown in off-screen informality. Among those seen in the reel are Betty Grable, Harry James, Ozzie and Harriet Nelson, Dorothy Lamour, Anne Jeffreys, Robert Sterling, Robert Stack, Jean Hersholt, Maureen O'Sullivan, Jon Hall, Dan Defore, Ginny Simms, and Dean Jagger. FAIR. (7856).

Color Sports

CARIBBEAN PLAYGROUNDS. Warners—Sports Parade. 10m. At San Juan, Puerto Rico, a variety of sports are played including golf, water skiing, baseball, girls' softball, basketball, tennis, and horsemanship. In the British West Indies, we see thoroughbreds racing, soccer, football, rafting, sailboating, and marlin fishing. FAIR. (2505).

Sports

AQUATIC STARS. Columbia—World Of Sports. 9m. The first part of the film takes place in Miami Beach, where youngsters, not able to walk yet, are put through their water paces by Ralph Smith. The kids display real aquatic ability and a complete lack of fear. In the second part of the reel, Guy Scott demonstrates his method of teaching the sport of water skiing. FAIR. (7806).

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WHITE CHRISTMAS—120m.—Paramount 3826
WHITE FEATHER—102m.—20th-Fox 3923
WHITE ORCHID, THE—81m.—UA 3886
WINDOW, THE—73m.—RKO 3827
WOMAN'S FACE, A—106m.—MGM 3846
WOMEN'S PRISON—80m.—Columbia 3914
WOMAN'S WORLD—94m.—20th-Fox 3846
WYOMING RENEGADES—73m.—Columbia 3929

Y

YELLOW MOUNTAIN, THE—78m.—U I 3878
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871
YOUNG AT HEART—117m.—Warners 3891

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

ALLIED ARTISTS

FEBRUARY

The Big Combo
C. Wilde,
R. Conte,
J. Wallace

Murder Is My Beat
B. Payton,
P. Langton

MARCH

Seven Angry Men
R. Massey,
D. Paget,
J. Hunter

The Big Tip Off
R. Conte,
C. Smith,
B. Bennett

Dial Red O
B. Elliott,
K. Larsen,
H. Stanley

APRIL

COLUMBIA

FEBRUARY

Ten Wanted Men
R. Scott,
J. Brando
(Technicolor)

Women's Prison
I. Lupino,
J. Sterling,
C. Moore,
H. Duff

Pirates Of Tripoli
P. Henreid,
P. Medina
(Technicolor)

MARCH

New Orleans Uncensored
A Franz,
B. Garland,
H. Stanton

Wyoming Renegades
P. Carey,
G. Evans,
W. Bishop
(Technicolor)

The Detective
A. Guinness,
J. Greenwood,
P. Finch
(English-made)

APRIL

LIPPERT

FEBRUARY

MARCH

Thunder Over Sangoland
J. Hall,
M. Lord

APRIL

The Glass Tomb
J. Ireland
(Made in England)

METRO

FEBRUARY

Many Rivers To Cross
R. Taylor,
E. Parker,
V. McLaglen
(Color)
(CinemaScope)

Jupiter's Darling
E. Williams,
H. Keel,
G. Sanders
(Technicolor)
(CinemaScope)

MARCH

Hit The Deck
J. Powell,
D. Reynolds,
V. Damone
(Color)
(CinemaScope)

Anchors Aweigh
(Reissue)

APRIL

The Glass Slipper
L. Caron,
M. Wilding,
K. Wynn
(Eastman color)

Bedevilled
A. Baxter,
S. Forrest
(Eastman Color)
(CinemaScope)

PARAMOUNT

FEBRUARY

The Conquest Of Space
E. Fleming,
W. Redfield,
G. Johnson
(Technicolor)

MARCH

The Country Girl
B. Crosby,
G. Kelly,
W. Holden

APRIL

Run For Cover
J. Cagney,
J. Derek,
V. Lindfors
(Technicolor)
(VistaVision)

Mambo
S. Winters,
S. Mangano
V. Gassman

RKO

FEBRUARY

Underwater!
J. Russell,
R. Egan
G. Roland
(Technicolor)
(Superscope)

MARCH

Tarzan's Hidden Jungle
G. Scott,
V. Miles

APRIL

Escape To Burma
B. Stanwyck,
D. Ferrar,
R. Ryan
(Technicolor)
(SuperScope)

REPUBLIC

FEBRUARY

Timberjack
S. Hayden,
V. Ralston,
D. Brian
(Trucolor)

MARCH

APRIL

20th-FOX

FEBRUARY

White Feather
R. Wagner,
D. Paget,
D. Robertson
(Made in Mexico)
(Color)
(CinemaScope)

The Racers
K. Douglas,
G. Roland,
B. Darvi
(Partly made in Europe)
(Color)
(CinemaScope)

Belle Starr's Daughter

Dakota Lil
(Reissue)

MARCH

Untamed
T. Power,
S. Hayward,
R. Egan
(Color)
(CinemaScope)

Angela
D. O'Keefe,
M. Lane

APRIL

A Man Called Peter
J. Peters,
R. Todd,
R. Burton
(DeLuxe color)
(CinemaScope)

Violent Saturday
V. Mature,
S. Sidney
(DeLuxe color)
(CinemaScope)

The Adventures Of Sadie
J. Collins,
K. More,
G. Cole
(Color)

UNITED ARTISTS

FEBRUARY

Sabaka
B. Karloff,
N. Marcel,
J. Foray
(Technicolor)
(Made in India)
(Ferrin)

Canyon Crossroads
R. Basehart,
P. Kirk,
S. Elliott
(Joyce-Werker)

The Good Die Young
L. Harvey,
G. Grahame,
R. Basehart
(Remus)

MARCH

Big House, U.S.A.
B. Crawford,
R. Meeker
(Schenck-Koch)

Stranger On Horseback
J. McCrea,
Miroslava
(Technicolor)
(Goldstein)

Marty
E. Borgnine,
B. Blair
(Hecht-Lancaster)

APRIL

The Purple Plain
G. Peck
(Made in Ceylon)
(Technicolor)
(Rank)

A Bullet For Joey
E. G. Robinson,
G. Raft,
A. Totter
(Bischoff-Diamond)

Lilacs In The Spring
E. Flynn,
A. Neagle
(Eastman color)
(English-made)
(Wilcox)

U.-INT.

FEBRUARY

The Far Country
J. Stewart,
R. Roman,
C. Calvet
(Technicolor)

Six Bridges To Cross
T. Curtis,
J. Adams,
G. Nader

Abbott and Costello Meet The Keystone Kops
B. Abbott,
L. Costello

MARCH

Captain Lightfoot
R. Hudson,
B. Rush
(Technicolor)
(CinemaScope)
(Made in Ireland)

Smoke Signal
D. Andrews,
P. Laurie
(Technicolor)

Land Of Fury
J. Hawkins,
G. Johns
(Eastman color)
(Print by Technicolor)
(Made in New Zealand)
(Rank)

APRIL

Chief Crazy Horse
V. Mature,
S. Ball,
J. Lund
(Print by Technicolor)
(CinemaScope)

Ma and Pa Kettle At Waikiki
M. Main,
P. Kilbride,
L. Nelson

Man Without A Star
K. Douglas,
J. Crain,
C. Trevor
(Technicolor)

WARNERS

FEBRUARY

The Silver Chalice
V. Mayo,
P. Newman,
J. Palance,
P. Angeli
(WarnerColor)
(CinemaScope)

Unchained
E. Hirsch,
B. Hale
C. Morris

MARCH

Battle Cry
A. Ray,
M. Freeman,
V. Heflin
(WarnerColor)
(CinemaScope)

New York Confidential
B. Crawford,
A. Bancroft,
R. Conte

APRIL

East Of Eden
J. Harris,
J. Dean,
R. Massey
(WarnerColor)
(CinemaScope)

OBSERVATIONS

April 3—Palm Sunday
7-8—Passover
8—Good Friday
10—Easter

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
MARCH	1-30	8	16	23
APRIL	28	7	15	22

FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

CAPTIVE AUDIENCES



SOME held 'em *this* way!

OTHERS held 'em *this* way!



YOU hold 'em **THIS** way

You don't have to resort to thumbscrews to get your patrons' attention...you've got it. And in their attention you have what other advertising media spend thousands for every year.

But are you exploiting the attention of this "captive audience" to your profit? Are you selling all your shows in advance? Are you putting over your contests and special events from your screen? Are you getting the most out of merchant tie-ups? Make *sure* by getting in touch with your local N.S.S. Office *today!*

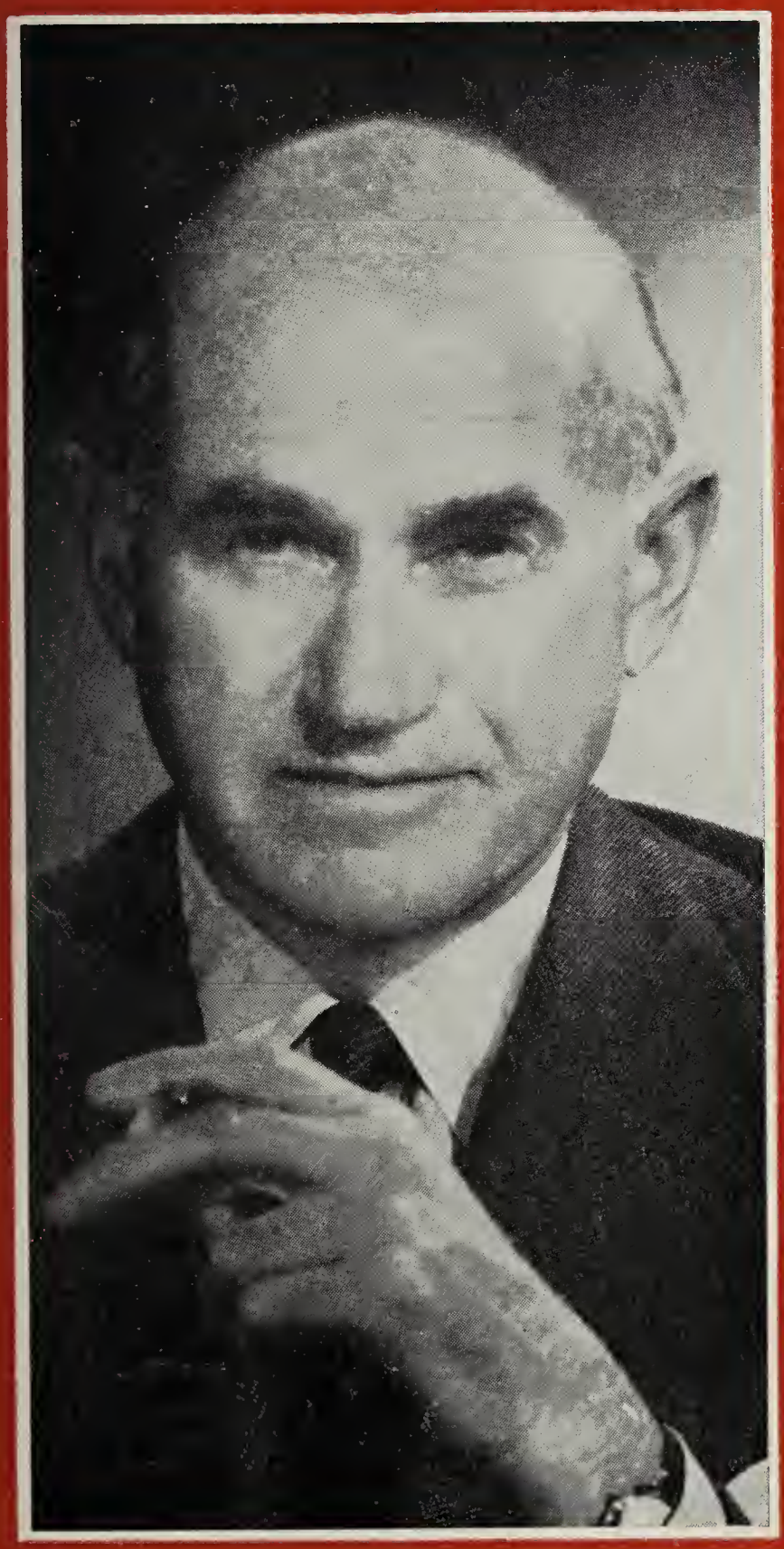


NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

MARCH 16, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



Samuel Goldwyn, one of the founders of MGM studios, was again linked to that company last week with the report that MGM would distribute "Guys and Dolls."

Assembly Okehs Breakage Take

(page 7)

Industry Plans Audience Lures

(page 8)

AND FEATURING: STUDIO SURVEY

HIT!



JANE POWELL
The Admiral's daughter!

HIT!



TONY MARTIN
of the Navy!

HIT!



DEBBIE REYNOLDS
of show business!

HIT!



WALTER PIDGEON
bewildered Admiral



Hi-Jinks At The Music Hall!

Leave it to Leo who's made many top-rollicking Navy musicals (*forinstance, "Anchors Aweigh," "On The Town,"*) to come up with another wonderful entertainment. It's in CinemaScope and Color! And it's the tops in the gobs-and-gals-musical division. A great audience attraction. A 21-gun salute to your fun-seeking patrons!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



HIT!



C DAMONE
so of the Navy!

HIT!



GENE RAYMOND
musical comedy star!

HIT!



ANN MILLER
dance, girl, dance!

HIT!



RUSS TAMBLYN
the Admiral's son!

A "HIT" CAST IN A "HIT" SHOW WITH "HIT" MUSIC AND HAPPINESS!

M-G-M presents in

CINEMASCOPE

and COLOR

"HIT THE DECK"

Starring

JANE POWELL • TONY MARTIN • DEBBIE REYNOLDS

WALTER PIDGEON • VIC DAMONE • GENE RAYMOND

ANN MILLER • RUSS TAMBLYN

with

KAY ARMEN • J. CARROL NAISH • RICHARD ANDERSON • JANE DARWELL

Written by **SONYA LEVIEN and WILLIAM LUDWIG**

Based On the Musical Play "Hit The Deck" by Herbert Fields
Presented On the Stage by Vincent Youmans • From "Shore Leave" by Hubert Osborne

Music by **VINCENT YOUMANS**

Lyrics by **LEO ROBIN, CLIFFORD GREY and IRVING CAESAR**

Choreography by **HERMES PAN** • Photographed in **EASTMAN COLOR**

Directed by **ROY ROWLAND** • Produced by **JOE PASTERNAK**

SPRINGTIME is Kettletime!

AND BOX-OFFICES BURST INTO BLOOM!



"Ma" and "Pa" GO NATIVE... in hula-hula land!

He's a pineapple king... she's his hula queen... and their hilarious antics drive Waikiki wacky!

UNIVERSAL-INTERNATIONAL Presents

Marjorie MAIN · Percy KILBRIDE

Ma and Pa Kettle AT WAIKIKI

with LORI NELSON · BYRON PALMER and HILO HATTIE

Directed by LEE SHOLEM · Screenplay by JACK HENLEY, HARRY CLORK and ELWOOD ULLMAN · Produced by LEONARD GOLDSTEIN

Universal International

ANOTHER PICTURE WITH THAT UNIVERSAL APPEAL!

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH 16, 1955
VOLUME 53 NUMBER 20

IT'S TIME FOR A LITTLE THINKING!

AN OPEN LETTER to Rita Hayworth, Abbott and Costello, Kirk Douglas, John Ford, Burt Lancaster, Jane Russell, Marilyn Monroe, Frank Sinatra, Joan Crawford, Cornel Wilde, Randolph Scott, John Wayne, Jimmy Stewart, Humphrey Bogart, John Hnston, Jose Ferrer, and every other star, director, or producer who takes a "percentage piece" in lieu of all or part of his or her salary:

Now that you are most often a Percentage Partner instead of a Hired Hand in the top-bracket features that result from your abilities and from your popularity with the movie-going public, you have a proprietary interest in both the distribution and exhibition of such features and should concern yourself with them. In today's restricted market, with less top-bracket features being made than at any time in the past 25 years, and with no major producer-distributor having a dime invested in theatres, or able to guarantee you any playing time except what he can sell to theatre customers, both your income and your future popularity must depend on a playoff of your top-bracket features in the maximum number of theatres and a viewing by a maximum number of patrons. It would even seem to be to your advantage to have a maximum number of theatres kept alive and healthy and ready to compete for your pictures.

Unfortunately this seems to be diametrically opposed to modern distribution methods!

Top distributors today seem to think in terms of fewer features, shown to fewer patrons in fewer theatres, at higher admission prices, with percentage terms that won't permit the theatre to live, and a resultant higher company profit than made previously from more features and a lot of theatres to boot. Scarcity and the economic pressure of the theatreman's big investment in theatre realty, are more prominently identified with today's film sales than the drawing power of the stars, the prominence of the story, or the capability of the director.

Thirty per cent less features than in 1945 are expected to return a bigger profit; so not only your top-bracket ones, but some that would have formerly been classified as "B's," must be forced into the high profit column. To accomplish this, there has been a steadily increasing demand on theatremen for higher percentages and guarantees, *as a national policy and without exception*, so that many smaller first-run and second-run theatres find it impossible to live and pay their bills on what is left. Such theatres are accordingly passing up the very top bracket features of yours that the public wants to see—to both the industry's and the public's loss.

Of course, the film peddler's reasoning is that any theatre's passing up of top bracket features only aggravates the scarcity of playable pictures at that particular location so that he, the distributor, is certain to get the same return on some lesser pictures and his profit position remains the same. That's just dandy for him! But where does it leave you? And your public?

There are really big hit-pictures today that, complete with their repeat engagements, only play 13,000 U.S. dates. Those same pictures, less mercilessly handled after the big first-run situations, and with their repeats, could play 17,000 to 20,000 dates. And that added volume could represent many more hundreds of thousands of gross to the Percentage Partners.

But there doesn't seem to be any individual picture thinking today. While the scarcity exists, the pressure will be on the theatreman, and even old reissues now completely owned by distributors can demand a high percentage. So distribution's objective is to keep the pressure on and to keep twisting the tail of exhibition. That doesn't take thinking! And it isn't good for theatremen or the public. Or for you!

P.S. For more evidence on this subject see National Allied's E.D.C. report directed to the meeting in St. Louis in February.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Technicolor's 1954 report denotes a successful future; Foreign Press Association honors Dr. Herbert T. Kalmus (page 8).

Distribution

UA sets a weekly billings record as the Bob Benjamin sales drive ends (page 7).

MGM will distribute Samuel Goldwyn's "Guys And Dolls," renewing an old association (page 14).

Steve Broidy, AA president, and Morey Goldstein, vice-president and general sales manager, begin a 14 city tour to tell the company's story (page 17).

Exhibition

Leslie R. Schwartz is named head, Century Circuit, New York, succeeding Fred Schwartz, head, DCA (page 6).

Financial

RKO Theatres reports a profit in 1954 after a loss the previous year (page 16).

International

Canadians participate in MGM's Ticket Selling Workshop in Detroit; little hope is seen for Quebec exhibitors' fight on banning of moviegoers under 14; Motion Picture Industry Council asks pledges toward an industry public relations campaign (page 9).

Legal

Supreme Court considers taxability of awards made in treble damage suits (page 17).

District Court in Lexington, Ky., upholds U-I's copyright on "Uncle Tom's Cabin" (page 17).

Legislative

New York Assembly unanimously okehs collection of breakage in five per cent city tax (page 7).

Mel Konecoff

Charles Einfeld, 20th-Fox vice-president, unveils plans for increased use of TV on local levels; Filmaker heads announce future production plans; and other miscellany is covered (pages 6 and 16).

Organizations

Wisconsin Allied sets up an Emergency Defense Committee to combat unfair trade practices in the area (page 7).

Industry executives at COMPO meeting in New York discuss ways of bringing back audiences (page 8).

Production

U-I announces plans to enter TV production (page 7).

20th-Fox announces plans for gala European premieres for "Oasis," first continental film made in CinemaScope (page 14).



Charles Einfeld, 20th-Fox vice-president, recently outlined his company's long-range promotion program for its CinemaScope productions at a trade press meeting in New York City. Martin Michel, TV and radio director, 20th-Fox, discussed the new TV campaign policy of the company at the meeting, which was attended by MOTION PICTURE EXHIBITOR's associate editor, Mel Konecoff, right, with pipe.

NEW YORK
By Mel Konecoff

RECENTLY IN THE home office projection room, Charles Einfeld, vice-president, 20th-Fox, in charge of advertising and publicity, unveiled plans of the company to go in for more and more selling of product via TV on local levels. With this in mind, more materials are being made available for exhibitor participation.



KONECOFF

Einfeld's was the first company to make TV trailers several years back but they were discontinued because the demand was very small at the start. TV campaigns by theatres are on the increase, taking advantage of the larger number of operating stations as well as the many more sets that are in use, and requests have come in from as many as 300 exhibitors for TV materials which are available free to theatre customers. TV use is being included in cooperative campaigns on pictures that led themselves to the medium, and the entire TV advertising budget is being kept flexible for the year, according to Einfeld.

Future pictures are being filmed with special footage being shot simultaneously to supplement the stills and publicity material ordinarily worked with during production. In other words, a star of a film may welcome audiences to his or her home and, after a tour, plug the film they are working in; educational footage may be shot for use on shows intended for youngsters with appropriate plugs where this is feasible, or the camera may follow the star away from the set and show him visiting the area where the film is being shot to make an interesting travel bit on a TV show.

The campaigns by the company are being compared to the publicity received in the Sunday newspapers, where good

(*Continued on page* 16)

BROADWAY GROSSES

(As of this Monday)

New Films Spark Rally

NEW YORK—Business continued spotty last weekend in the Broadway first-runs, with some spots rallying sharply with strong new product. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Battle Cry**" (Warners). Paramount was heading for a $48,000 sixth week, the fifth week having been $51,000.

"**Untamed**" (20th-Fox). Roxy opened to $30,254 for Friday, Saturday, and Sunday, with the initial session expected to reach $50,000.

"**Hit The Deck**" (MGM). Radio City Music Hall, with stage show, tallied $80,000 for Thursday through Sunday, with the second week bound to top $115,000.

"**The Country Girl**" (Paramount). Criterion did $24,500 on the 13th week.

"**Bad Day At Black Rock**" (MGM). Rivoli claimed the sixth week would gross $9,000.

"**Underwater**" (RKO). Mayfair expected the fifth week to garner $10,000.

"**East Of Eden**" (Warners). Astor announced that the opening session would hit $59,000.

"**New York Confidential**" (Warners). Victoria was down to $13,000 on the fourth week.

"**Timberjack**" (Republic), Loew's State was heading toward $10,000 on the opening week.

"**The Long Gray Line**" (Columbia). Capitol reported $34,000 for the fifth week.

German Denies Print Lack

NEW YORK—William J. German, president, W. J. German, Inc., distributors of Eastman raw stock, declared last week that motion picture companies are making more prints per picture than at any other time in the past.

German said that on the average, from 300 to 550 prints per picture are being made now, as opposed to from 250 to 375 prints per picture on the average two years ago. He pointed out that distributors claim that there is no print shortage.

German also predicted that the next year will see more pictures produced in Hollywood by major studios and independents, and that there will be more big pictures which will run longer.

L. Schwartz Heads Century

NEW YORK—Leslie R. Schwartz was elected president, Century Circuit, Inc., last week, succeeding Fred J. Schwartz, now president, Distributors Corporation of America, who still remains as a director of Century.

Also named by the directors were Samuel Goodman, first vice-president; Andrew A. Nelson, second vice-president; Martin H. Newman, treasurer; Henry C. Miner, Jr., board chairman; and Frank Milton was named to the board to fill the vacancy created by the recent death of David Schlein.

N. Y. Assembly Okehs Breakage Take

U-I Announces Plans To Produce For TV

NEW YORK—The following announcements were made by U-I President Milton R. Rackmill at the annual stockholders meeting last week:

The company will definitely enter telepix production, which has been under study for many months; U-I's library of old features is not for sale to TV interests at the moment, the company awaiting a more propitious time; The company is not interested in any co-production deals; purchase of Decca Records stock by his group sufficient to give control of that company, which owns 72 per cent of U-I's outstanding common stock was occasioned by information that a "couple of other groups of financial wolves" were buying up Decca common with a view to control; CinemaScope's advent last year had no effect on U-I grosses; cost per picture rose last year from $10,000 to $15,000, and Rackmill made it clear that he regards budgets of more than $2 or $2½ millions as out of the question.

Rackmill said that he expects profits this year to be about equal with those of 1954, saying that he had no reason to expect either a rise or drop. For the year ending Oct. 30, 1954, the net earnings of the company were $3,797,688 or $3.58 per share.

The entire board of directors and officer slate was reelected, and following the stockholders' meeting, the board voted a quarterly dividend of 25 cents per share of common, payable March 30 to stockholders of record on March 21.

Toll-TV Group Names PR Firm

NEW YORK—The Joint Committee on Toll-TV last week announced the appointing of the public relations firm of Robert S. Taplinger and Associates to represent not only the industry, but also such other interested parties as are sympathetic to the committee's aims.

It was also announced that Marcus Cohn, Washington firm of Cohn and Marks, will continue to serve as legal counsel for the committee.

It was expected that with placing of Taplinger's services at the disposal of all groups opposed to toll-TV, the committee would encourage others to join the exhibitors in the fight to prevent its licensing by the Federal Communications Commission.

Meanwhile, the committee was reported as progressing very slowly in its efforts to gather and prepare definite data and material for submission to the FCC on or before May 9, as an "interested party." Discussions this week included plans to retain expert engineering service and advice as well as the services of an expert economic consultant.

Milstein Mourned

HOLLYWOOD—J. J. Milstein, 57, veteran in distribution since 1914, died last fortnight following a long illness. He is survived by his widow and a daughter.

Wisconsin Allied Sets Up Emergency Defense Group

MILWAUKEE—National Allied last week authorized the board of Allied Independent Theatre Owners of Wisconsin to establish a Wisconsin Allied Emergency Defense Committee to work in cooperation with the national EDC.

Wisconsin Allied was empowered "to set up machinery for hearing and attempting to resolve the just complaints of our member theatres as they relate to the unreasonable sales policies of the distributors."

Wisconsin Allied is also expected to run a survey of its theatres to ascertain the complaints, which will be dealt with in combination with the members of the EDC and the national organization.

Benjamin Drive Sets UA Billings Record

NEW YORK—The final week of United Artists' Bob Benjamin Drive has racked up billings of $1,900,000, the greatest seven-day total in the company's 36-year history, it was announced last week by William J. Heineman, vice-president in charge of distribution and co-captain of the salute to UA's chairman of the board.

The concluding week of the six-month domestic sales push, which ended March 5, topped the best previous seven-day billings by $796,000. The former record was $1,104,000.

The salute to Benjamin, which will award a total of $50,000 in cash prizes to the 32 branches competing in the United States and Canada, was led by co-captains Heineman and B. G. Kranze, general sales manager. Final standings of the exchanges, which competed in three groups of equal grossing potential, will be announced late in March.

In disclosing the results of the Bob Benjamin sales campaign, Heineman declared, "The tremendous billings achieved in this greatest United Artists Drive represents an overwhelming tribute to our chairman of the board. To every member of the sales force who has contributed to this unprecedented performance, I want to extend congratulations on behalf of all home office executives."

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SECTION TWO

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Unanimous Vote Validates Admissions Tax Measure; Retroactive Provision Hit As Senate Delays Action

ALBANY—The New York State Assembly last week unanimously passed a bill validating the collection by New York and other cities of the breakage on the five per cent admissions tax. The measure is retroactive to June 30, 1954. The Senate has delayed action on the bill in order to study it further.

Dr. John C. Phillips, executive director, Metropolitan Motion Picture Theatre Association; Joseph M. Geoghan, Century Theatres; and Morton Sunshine, executive director, Independent Theatre Owners Association, presented the industry case to the lawmakers. Emanuel Frisch, president, MMPTA, protested in the Ways and Means Committee that "the entire five per cent admissions tax imposed by the city of New York is discriminatory and excessive, and that the exhibitors are now suffering under the burden."

The major opposition to the law centered about its retroactive clause, of which the legality was doubted.

The law states that "the grant of the authority to impose the taxes was intended to include the power to employ the customary methods of dealing with fractions of a cent so as to eliminate any need to collect such fractions individually and at the same time to assure collections which in the aggregate would equal the amount of the tax authorized. This intent was understood by the State Tax Commission, which under the Enabling Act of 1947, was required to prepare model local laws, ordinances and regulations for the assistance of local officials." The Commission used a schedule to insure this result in its model laws, and cities taking advantage of the enabling act have done likewise.

Senator Fred G. Moritt, Democrat, Brooklyn, stated that he could not understand "why the motion picture industry has been singled out for taxation" in explaining why he blocked the passage of the amendment. He called the amendment a bad bill, and asked why the Legislature "should be asked to close the fourth door. The industry is already shut in on three sides—through the federal admissions tax, the New York City five per cent tax, and television."

$600,000 Suit Filed

NEW YORK—Triple damages amounting to $600,000 was asked in a suit filed last week in Federal Court by the Idamin Amusement Corporation against the eight major distributors, American Broadcasting-Paramount Theatres, and National Theatres and their subsidiaries.

Idamin, operators of the York, Manhattan, charges the defendants with discriminating against Idamin and claims that a conspiracy to eliminate competition by a series of unreasonable, unjust, and discriminating runs and clearances against the plaintiff and in favor of Loew's and RKO theatres.

Industry Execs At COMPO Meet Plan Lures For Lost Audiences

NEW YORK—More than 70 top exhibition and distribution executives met last week through the efforts of COMPO at the Hotel Astor, and discussed methods of increasing the theatre-going population. The session was presided over by Wilbur Snaper, Allied of New Jersey, and Pat McGee, TOA. Robert W. Coyne, COMPO counsel, opened the meeting.

Highlighting the discussion was consideration of an audience poll, outlined by "Rick" Ricketson, Fox Inter-Mountain Circuit, Denver. The plan calls for two chairmen, representing exhibition and distribution, to head the national poll committee. Alice Gorham, United Detroit Theatres, chairman of COMPO's poll committee, explained that moviegoers would vote in theatre lobbies all over the country for five categories, best picture, most popular male and female stars, and most promising male and female newcomers. Voting would take place from Thanksgiving to Dec. 7, and winners may be honored on a national TV show.

Leonard Goldenson, president, American Broadcasting-Paramount Theatres, discussed the problem of getting young folks between the ages of 15 and 30, who comprise 80 per cent of theatre audiences, back to the movies. He suggested overcoming the sudden rise in prices from the children's level to an adult level at the age of 12, more films with youngster appeal, and development of young stars. He added that he had talked over the plan with the major studios who agreed with the program.

Elmer Rhoden, National Theatres' president, discussed the possibility of a touring production exhibit, Filmorama, with production props from each studio to create interest throughout the country in upcoming productions.

Leon Back, Baltimore, Md., exhibitor, reported on a Coca-Cola tie-up in his area whereby teenagers as the guests of the beverage company tour theatres and witness their operation. A committee was named to examine advertising, programming, and media. It includes Emanuel Frisch, Oscar Doob, Harry Goldberg, Harry Mandel, Rodney Bush, Charles Schlaifer, Charles Steinberg, Ken Clark, Arthur De Bra, and Ralph Russell.

Single Bills Dropped

MEMPHIS, TENN.—Memphis suburban theatres have abandoned their single bill policy after a one month's trial, it was announced last week by James A. West, president, Memphis Neighborhood Theatre Owners Association.

The theatres had a gentlemen's agreement on twin bills, but the Park, owned by Ruben Lester, was not a party to the agreement.

16mm. Documents Opened

HOLLYWOOD—Defendants in the government's 16mm. anti-trust case will be able to examine the documents which the government plans to use in its prosecution, it was revealed last week. The defendants must also reveal their documents in the case to government attorneys.

Commandments" News Bureau Organized By Paramount

HOLLYWOOD—A full-scale international news bureau, staffed and operated on the lines of a news syndicate, has been established by Paramount to handle news and information concerning Cecil B. DeMille's "The Ten Commandments," being filmed in VistaVision and Technicolor.

The news bureau is at full operating strength now, a full year and a half before planned release of "The Ten Commandments," to guarantee comprehensive news coverage. Reason for the unprecedented scope of the publicity campaign, according to Jerry Pickman, Paramount vice-president in charge of advertising, publicity, and exploitation, is to comply with interest in and appeal of the picture.

The news bureau will be under the over-all supervision of Teet Carle, head, Paramount Studio publicity, and will be under the immediate direction of Art Arthur, Cecil B. DeMille's executive assistant in charge of public relations.

Workshop Facsimile Set For AMPA Meet

NEW YORK—Feature attraction at AMPA's meeting scheduled for March 23 in the Georgian Room of the Picadilly Hotel will be a facsimile of MGM's Ticket Selling Workshop, it was announced last week by David A. Bader, AMPA president, who has invited Mike Simons, director of customer relations for MGM, to tell members just what makes the Workshops tick.

With the approval of Howard Dietz and Charles M. Reagan, Simons has accepted and is bringing all the scenery and props to New York from out-of-town meetings. The Georgian Room will be decorated exactly as it would be for one of the MGM meetings. Those attending will assume the role of exhibitor guests and will be given the Workshop treatment in brief form.

Emery Austin, MGM director of exploitation, will be one of the featured panelists. He will speak briefly about his new "34th" promotion aid, the campaign material for MGM's 1955 Motion Picture Theatre Celebration which is currently a Workshop highlight.

TOA Mulls N. Y. For '56

NEW YORK—Theatre Owners of America reported last week that negotiations were under way to obtain the use of New York City's new Coliseum, now under construction, for use in holding the 1956 convention.

The Coliseum, scheduled to be completed in March, 1956, will be the world's largest exposition and convention hall. It is presumed that efforts would also be made to hold the annual TESMA-TEDA trade show in conjunction with the convention.

TOA's 1955 convention has been set for Los Angeles, Oct. 23-7.

Technicolor Ends Year On Optimistic Note

NEW YORK—Net profit of Technicolor, Inc., and it subsidiary, Technicolor Motion Picture Corporation, for 1954 came to $2,319,160, or $1.18 per share, it was revealed last week by Dr. Herbert T. Kalmus, president, in the annual stockholders' report.

Despite the introduction of new materials, procedures, and controls during the past year, said Dr. Kalmus, earnings after taxes were level with the record first half of 1953, an all time high. Net profit in 1953 was $2,371,735.

Technicolor ended 1954 in a very strong liquid position, with $14,742,040 in current assets, as against liabilities of $5,274,655, or net current assets of $9,467,385, of which $11,872,452 are in cash and United States government obligations.

Dr. Kalmus said that currently, 92 feature length pictures in color by Technicolor or with prints by Technicolor are either under contract or in preparation for production photography. In 1954, Technicolor had commitments for 88 feature length pictures.

In the foreign field, Technicolor, Ltd., British affiliate, showed a profit before taxes of 730,756 Pounds, compared with 905,696 Pounds for 1953. Despite this difference, however, profit after taxes in 1954 was 28,000 Pounds greater than in 1953, due to the lowered excess profits tax. Total for 1954 after taxes was 362,756 Pounds.

Kalmus Honored As Pioneer

HOLLYWOOD—Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation, received the Pioneer Award of the Foreign Press Association at a ceremony last fortnight at the Cocoanut Grove of the Ambassador Hotel.

In making the award to Dr. Kalmus, the Foreign Press Association broke a 12-year-old tradition of honoring only actual film makers with the Pioneer Award, according to Frederick Porges, president. This was the first time a figure connected with technical advances in the motion picture industry has been so honored.

Merian C. Cooper, who presented the award to Dr. Kalmus, noted that Kalmus was a pioneer in the film industry in the truest sense. He said that Technicolor, in bringing color to the screen, changed and widened the possibilities of movie making in the same manner that sound and wide screen procedures changed them.

Picker Takes Hospital Post

NEW YORK—Eugene Picker, Loew's Theatres, was designated as the new chairman, Will Rogers Memorial Hospital fund raising and finance committee, following the retirement of Fred J. Schwartz after three years service.

Schwartz was lauded by A. Montague, hospital president, for "superb leadership and consecrated service" at a luncheon in his honor and presented with a monogrammed pen set in recognition of his services.

The retiring president announced that the fifth annual Christmas Salute, now nearing completion, had already yielded $140,000 for the hospital, assuring a new record when all the returns are in.

The International Scene.....

Canada

Canadians Take Part In Workshop Session

TORONTO—Canadians participated in the MGM Ticket-Selling Workshop gatherings, held in the Cadillac Hotel, Detroit, with Garfield Cass, Toronto office, acting as host to the Canadian representatives from Odeon, Famous Players, Twentieth Century Theatres, and Premier Operating Corporation.

The group from Famous Players included Bert Brown, Dan Krendel, Bud Barker, and Bill Trudell, London. Those from Odeon included Jim Hardiman, Odeon ad-pub chief, who was joined by managers from nearby cities. Raoul Auebach, Twentieth Century Theatres, made the trip, while Premier Operating's group was led by David Axler and included managers of 10 theatres.

MGM's Detroit office staff, joined by Chet Friedman, Canadian head office, participated in a briefing session preceding the Workshop.

Canadian Comment

A "Fun Frolic" is to be held by the newly-organized Women of the Motion Picture Industry. Already the gals have had two parties, and the bazaar, to be held in Toronto, is for "fun." The 55-member organization, whose main purpose is charity, made one family particularly happy at Christmas with a number of hampers.

The opening of "Innocents In Paris," at the RKO Palace, New York, meant a switcheroo for the motion picture business. The film rights are owned by a Canadian company, Cardinal Films. This is a switch. For a Canadian company to also have USA distribution rights is rare; it's usually the other way around.

Although exhibitors continue to have their hopes high for the possibility that the law which bans anyone under 16 from theatres in Quebec would be repealed, discussion in the Quebec legislation has taken a negative turn. The law was originally passed in the '20's after a fire in a movie house cost the lives of 27 children.

Letters have been sent all exhibitors in Canada by the Motion Picture Industry Council asking for pledges towards the public relations campaign for the industry. The pledge asked is five cents a seat or per car annually. Under the plan, an executive secretary would be hired who would be qualified to engage in public relations work, and who will work under the direct supervision of the rotating executive director. An office will be set up in Toronto and a sub-office in Montreal, so that plans worked out for English-speaking magazines and newspapers can also be acted upon in their French counterparts in Quebec. Already, Famous Players, Odeon, and Twentieth Century Theatres have pledged their one hundred per cent support of the plan.

The J. Arthur Rank Screen Advertising Services, Ltd., has opened offices at 20 Carlton Street, Toronto, under the direction of Jack D. Ralph, who before moving to Britain six years ago, was secretary of the National Film Board. Through the new setup, JARO will seek to extend its screen advertising service to Canada. With Ralph, vice-president, are Bob Wallace and Neil Sneyed, joint managing directors, who were the principals in Publicity Films, a Toronto firm acquired by the newest JARO division in this country. It is JARO's intention to have their Canadian subjects offer native radio and TV stars, as well as American and British film players.

Stepped up promotional activity has been begun by five Toronto suburban Famous Players theatres, the Beach, College, Parkdale, Alhambra, and St. Clair. The theatres initiated a program of free gifts every Monday, Tuesday, Wednesday, and Thursday nights. The promotion with the label of "Ladies' Night" started with the first gift a ballpoint pen. A feature of the promotion is the "no service charge."

CINE CHATTER: Five films were put on the Ontario Board of Censors adult entertainment list in February. . . . H. N. Elliott is president, Toronto chapter, International Projection Society, while Bob Hills is vice-president; Bob Milligan, treasurer; John Jeffrey, secretary; Lou Lodge and Art Milligan, technical advisers. . . . The Broadway, Toronto, in the downtown area, has a new type of premium for Thursday nights, a popular hot dog. . . . Classes in conversational French are being held for the first group of 50 National Film Board employes moving to Montreal to the board's new headquarters About 400 of the NFB staff of 550 will move with the first groups to go late this summer. . . . Toronto newspapers are carrying advertising for the Cinerama showings in Buffalo at the Teck. . . . Manitoba exhibitors are gathering data for a brief to their Provincial Government asking for the repeal of the amusement tax. . . . Bill Moreland, Odeon artist, is getting married. . . . The Bay of Quinte Theatre Managers Association put on a variety show in aid of the Variety Village, Toronto, at the Capitol, Belleville. . . . The third annual Motion Picture Bonspiel was held in Winnipeg. The group headed by Dave Kaufman won the Henry Morton Memorial Trophy. The Jacob Miles Memorial Trophy was won by Lou Barr's team. . . . Al Hartshorn, Famous Players theatre manager now in the Hamilton Sanatorium recovering from a touch of TB, was the recipient of membership in the Canadian Motion Picture Pioneers in a ceremony performed by Harold Pfaff and Dan Krendel. . . . Theatre at Whitney Pier, N.S., operated by the M. E. Walker Circuit, was sold to George Khatter who also operates the Casino, Whitney Fier.

—HARRY ALLEN, JR.

England

British movie stars Jack Hawkins, Diane Cilento, and Donald Sinden have been singled out for special honors by the Variety Club of Great Britain. The organization named Hawkins as "star of 1954," chose Miss Cilento as the "most promising actress of the year," and voted Donald Sinden as the "actor who made the most progress."



Among the Canadian industryites in attendance at the recent MGM Detroit, Mich., Workshop meeting were, left, left to right, Bill Trudel, Famous Players Canadian Corporation district supervisor, London, Ont.; Bert Brown, promotion manager, Famous Players Canadian Corporation, Toronto; Dan Krendel, Famous Players Canadian Corporation district supervisor, Toronto; Norm "Bud" Barker, Famous Players Canadian Corporation assistant advertising manager, Toronto; Ed Lamoureux, manager, Palace, Windsor; Bruce Fraser, manager, Park, Windsor; Bob Knevels, manager, Tivoli, Windsor;



Jim Hooper, manager, Centre, Windsor; and Joe Lefavre, manager, Capitol, Windsor. On the right, left to right, are Raoul Auerbach, vice-president and general manager, Twinex Theatres, Toronto; Jack Wellard, city manager, Premier Operating Company, Stratford; J. Musclow, manager, Capitol, Kitchner; Howard Schedewitz, manager, Lyric, Kitchener; Archie Axler, manager, Vogue, Leamington; Dave Axler, circuit supervisor, Premier Operating Company, Toronto; and Max Allen, supervisor, Premier Operating Company, Leamington.



Providence newspapermen examine the "crazylegs" of Elroy Hirsch as he tours in advance of Warners' "Unchained," in which he stars. Left to right, are, Brad Swan, drama editor, Providence Journal-Bulletin; John Hanlon, sports writer; Willard Matthews, Majestic, Providence; Joe McGlone and Jerry Prior, with cartoonist Frank Lanning under the leg.



Reaching Boston on his 14 city personal appearance tour, Hirsch is seen here with, left to right, John Blass, manager, Fenway; Arthur Morton, Paramount; Bill Romanow, N. E. Theatres booker; and Warners district manager Ralph J. Iannuzzi and branch manager William Kumins.



A special press luncheon was held for Hirsch in Cleveland, and shown, left to right, are Ernest Sands, Warners branch manager; Milt Mooney, Community Circuit; Hirsch; Howard Higley, Allen; Fred Lentz and Jack Armstrong, Armstrong Theatres; and Joe Weinstein, Stanley Warner Theatres, Cleveland.

Hirsch Carries The BALLy

CHINO, California's institution for men, is famed as the first prison in the United States wi hout bars and is the setting for producer Hall Bartlett's "Unchained," being released by Warners.

Hardly the place one would expect to find a self-respecting foo:ball player, and yet starring in "Unchained" is Elroy (Crazylegs) Hirsch, gridiron great turned movie star. Hirsch plays his second starring role in the film, having previously enacted his own biography for Bartlett in "Crazylegs, All American."

To achieve maximum attention for the film, Mort Blumenstock's publicity department arranged a 14-city tour for Hirsch, commencing in New York. A natural tieup, because of his sports fame, was appearances on various sports programs, both the radio and TV variety, as well as press interviews and assor:ed interview dates.

In New York, for instance, Hirsch appeared on sports shows run by Harry Wismer, who has announced his football exploits often through the years; Jimmy Powers; and Jackie Robinson, and then, for a change in pace, he made a guest appearance on CBS's "Strike It Rich" and several other network shows.

Included in the star's itinerary were Buffalo, Boston, Providence, Cleveland, Pittsburgh, Washington, Baltimore, Chicago, Detroit, Minneapolis, St. Paul, Kansas City, and Dallas, always immediately preceding the opening of the film so that his rounds of appearances could have the greatest impact.

It was not entirely a sports operation, however, for included on the tour were meetings with prominent figures in the realm of exhibition and leading civic opinion makers in each key stop. Those who met him were agreed that the personable athlete had made the sizable jump from football to films quite successfully.

It appears that Bartlett's production talent and Warners' distribution knowhow have resulted in a happy combination of cinematic achievement.



Hirsch is met in Washington by George A. Crouch, general manager, Stanley Warner Theatres, in the Washington territory.

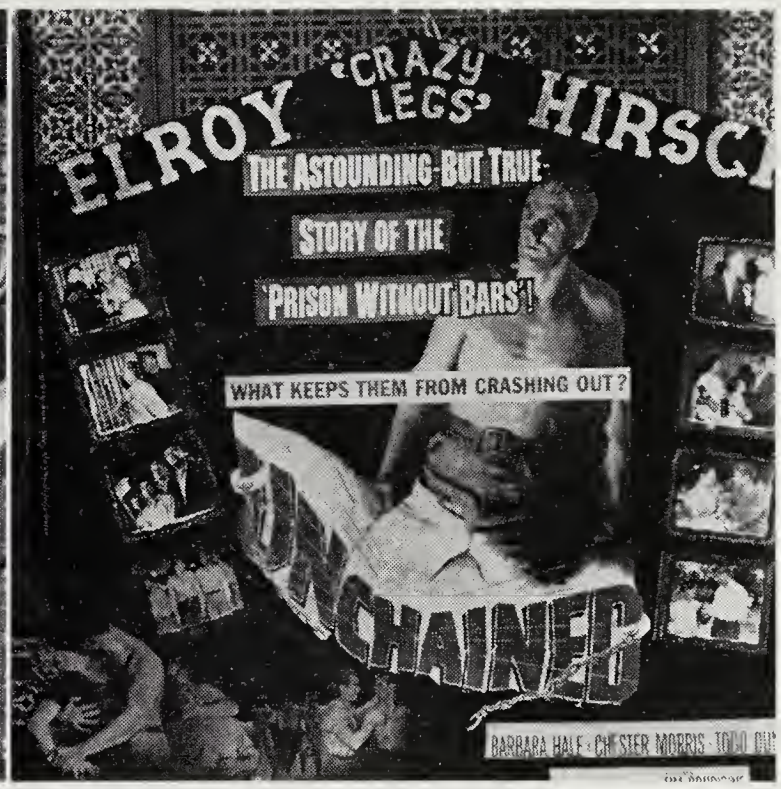


Hirsch takes time out to visit Pittsburgh Variety Club, and meets I. Elmer Ecker, chief barker, and Harry Hendel, head, Allied of Pittsburgh.



Pulling into the station in Baltimore, the ex-football star is greeted by Rodney Collier, manager, Stanley, Baltimore.





Left to right, Fred Gage, WIBA, Madison, Wis., broadcaster of the University of Wisconsin football games, with his old friend, Hirsch, and James McCarthy, manager, Capitol, Madison, and the attractive display for "Unchained" in the Capitol.



Top, Hirsch and Harold Brown, president, United Detroit Theatres. Bottom, Hirsch in Minneapolis. L. to r., John Branton, buyer, Minnesota Amusement Company; Hirsch; Edward Hyman, vice-president, United Paramount Theatres; M. B. Adcock, and Art Anderson, Warners.



Hirsch hits Buffalo, shown here conferring with Eddie Miller, manager, Paramount, Buffalo, as they plan together for his activities to promote "Unchained" in the Buffalo area. The star also made several local TV and radio appearances.

20TH'S GREATEST NATIO

WILL SUPPORT "A MAN

30 DAYS IN ADVANC

parade
ON SALE MARCH 27

Omaha World Herald
ON SALE APRIL 3

This Week
ON SALE MARCH 27

THE ATLANTA
Journal and Constitution
ON SALE APRIL 3

Louisville Courier-Journal
ON SALE APRIL 3

Redbook
ON SALE MARCH 24

Woman's Home
COMPANION
ON SALE MARCH 17

Famil
WEEKLY
ON SALE MARCH 20

DENVER POST
ON SALE APRIL 3

seventee
ON SALE APRIL 1

YOUR EASTER SHOW!
CASH IN ON THE GREAT PROMOTION CAMPAIGN!

L MAGAZINE CAMPAIGN

LLED PETER" AT LEAST

F YOUR PLAYDATE!

2th Century-Fox
presents

A Man Called Peter"

Color by **DE LUXE**

IIARD TODD · JEAN PETERS

Directed by
E G. ENGEL · HENRY KOSTER · ELEANORE GRIFFIN

From the Book by Catherine Marshall

INEMASCOPE



LOOK
ON SALE MARCH 8

The Saturday Evening
POST
ON SALE MARCH 22

The **AMERICAN WEEKLY**
ON SALE MARCH 20

LIFE
ON SALE MARCH 11

Sunday
Pictorial *Review*
ON SALE APRIL 3

OKLAHOMA CITY
OKLAHOMAN
ON SALE APRIL 3



"20th will make it your happiest Easter!"

"Oasis," Europe's First C'Scoper, To Get Gala International Bows

NEW YORK—"Oasis," the first European motion picture filmed in CinemaScope and the initial French and German co-production in the new entertainment medium, will have gala world premiere openings this spring in principal cities of England, France, Germany, Belgium, and Switzerland, preceding its American debut later in the year, 20th-Fox, distributors of the film, announced last week.

Filmed in its entirety in Morocco with an international cast headed by Cornell Borchers, Michele Morgan, Pierre Brasseur, and Carl Raddatz, under the direction of Yves Allegret, the production also will be the first tri-lingual attraction in CinemaScope, being released in German, French, and English versions.

Darryl F. Zanuck, 20th-Fox vice-president in charge of production, currently is in Europe advising on the editing of the film which has generated tremendous interest on the continent because its co-production illustrates dramatic post-war harmony between France and Germany.

First premiere openings of "Oasis" will be held in five principal cities in Germany, Berlin, Hamburg, Cologne, Dusseldorf, and Frankfurt. Stars of the German and French film industries, government officials, and dignitaries from the civic, social, and business worlds will be in attendance at the openings.

Following the German introduction of "Oasis," the film will have an invitational premiere in Paris, at the Normandie; next on the premiere agenda will be capital city openings in Belgium, Switzerland, and England.

Rappaport Suit Settled

WASHINGTON—The anti-trust suit brought by I. M. Rappaport, Baltimore, Md., against five distributors and two theatre circuits was settled out of court last week for an undisclosed cash payment, following three weeks of trial.

Brought on behalf of Rappaport's Hippodrome and Town against Loew's, Paramount, Warners, United Artists, and U-I, and against the Loew's and Stanley Warner Circuits, the suit alleged that the two theatres had been unable to get enough first-run pictures from 1947 through 1951 due to a conspiracy among the distributors.

The suit sought $900,000 damages and an injunction.



For his work in the production of the short subject, "Assignment: Children," which Paramount is releasing for the United Nations, Danny Kaye was recently presented a Brotherhood Award by Dr. William Lindsay Young, right, vice-president, National Conference of Christians and Jews, on the set of "The Court Jester" in the presence of Y. Frank Freeman, Paramount vice-president and studio head.

Columbia To Occupy New Quarters In '56

NEW YORK—Columbia announced last week acquisition for its own use and occupancy of 711 Fifth Avenue, a 15-story and penthouse fireproof office building. Leasehold ownership of the property was acquired from Webb and Knapp, Inc., and associates, who retain the fee.

Purpose of the acquisition is to enable the company to bring under one roof its many departments now scattered throughout the midtown section of the city. Negotiations for the structure were conducted by William Zeckendorf, president, Webb and Knapp, Inc., and Jack Cohn, executive vice-president, Columbia. Harry J. Takiff, Columbia executive, will administer all affairs pertaining to the building. Richard D. Gittlin, president, Republic Funding Corporation, acted as broker.

Columbia revealed plans for a $3,000,000 improvement program under the supervision of the architectural firm of Kenneth H. Rippen Company, Inc. Plans call for these improvements to be completed and the building ready for Columbia occupancy early in 1956.



Barney Balaban, president, Paramount Pictures, recently accepted the post of honorary chairman of the 1955 Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, and Harry Brandt, president, Brandt Theatres, right, has accepted the post of vice-chairman. The drive will be formally opened by a dinner on April 3 at the Waldorf Astoria Hotel.

Goldwyn's "Guys" Gets The "G" Back In MGM

NEW YORK—After several weeks of negotiations, contracts were signed last week whereby Samuel Goldwyn's forthcoming screen production of the musical comedy, "Guys And Dolls," will be distributed throughout the world by MGM. The announcement was made by Nicholas M. Schenck, president, Loew's, Inc., the parent company of MGM.

Goldwyn was the founder of the Goldwyn Picture Corporation, one of the companies that merged as Metro-Goldwyn-Mayer. Prior to this merger, Goldwyn resigned to become an independent producer in 1924. While Goldwyn will produce "Guys And Dolls" independently at his own studios and with his own finances, this new contract allies him after 31 years to the Leo the Lion trademark which he introduced to the public in 1917. The present MGM Studios were originally known as the Goldwyn Studios.

The budget for the production of "Guys And Dolls" will be five million dollars. Schenck made the following statement, "We are pleased that an important independent producer like Samuel Goldwyn has shown such confidence in our organization as to entrust his greatest production effort to our distributing company. It is a significant step for us in our new policy of joining with the leading independent producers in the marketing of cutstanding films."

Look Honors Schary, Others

NEW YORK—Look magazine's 1954 industry award was given recently to Dore Schary, MGM vice-president and studio head, for "his continued leadership as a Hollywood spokesman and his active participation in a long list of civic enterprises devoted to the public welfare."

A special award was made to Russel V. Downing, president and managing director, Radio City Music Hall, for making the Hall "a model showcase for the best film entertainment."

Other "Bests" selected for 1954 are actor, Bing Crosby, "The Country Girl," Paramount; actress, Judy Garland, "A Star Is Born," Warners; supporting actor, Edmond O'Brien, "The Barefoot Contessa," United Artists; best supporting actress, Eva Marie Saint, "On The Waterfront," Columbia; best male newcomer, Jack Lemmon; best female newcomer, Helen Traubel; best producer, Walt Disney, "20,000 Leagues Under The Sea," Buena Vista; best director, Alfred Hitchcock, "Rear Window" and "Dial M For Murder," Paramount and Warners; best cinematographer, Boris Kaufman, "On The Waterfront"; best screen writers, Valentine Davies and Oscar Brodney, "The Glenn Miller Story," U-I.

Irving Berlin received Look's Achievement Award for "White Christmas," Paramount, and "There's No Business Like Show Business," 20th-Fox.

LA Lauds Warner

BURBANK, CAL.—The Los Angeles City Council last week passed a resolution of merit paying tribute to Jack L. Warner, executive producer, and to Warners studios, for "meritorious initiative and for making the civilian population increasingly defense-conscious.

The 'Sleeper' of the year!

GINGER ROGERS
EDWARD G. ROBINSON
BRIAN KEITH

"TIGHT SPOT"

Screen Play by WILLIAM BOWERS
Produced by LEWIS J. RACHMIL
Directed by PHIL KARLSON





FROM THAT WIDE-AWAKE *Columbia!*

RKO Circuit Reports In Black Ink In '54

NEW YORK—The 1954 report of RKO Theatres Corporation revealed last week that at the end of 1954 the company had 85 theatres, of which 81 were company owned, and four leased to others. Of the 85, 45 were owned in fee, nine were held under ground lease, 20 leased, and the company had a 50 per cent interest in companies which owned five theatres in fee and leased six more. In addition, RKO had a half interest in two Canadian theatres owned in fee which were leased to others.

Under the terms of the consent decree, RKO must dispose of a minority stock interest in one company by March, 1956. The company is in a position to acquire new theatres with the permission of the court.

The net income in 1954 was $829,920, compared with a loss of $296,570 in 1953, both years taking into consideration special items.

Total income last year was $32,614,823, compared with $34,075,569 in 1953, the loss being due to operating fewer theatres. Income from admissions and miscellaneous theatre income in 1954 was $29,261,989, against $31,075,122 in 1953, while rents and other income amounted to $3,352,834 against $3,000,447. RKO reported that it spent in excess of $600,000 for new theatre equipment last year, as against $1,500,000 in 1953. All RKO theatres can project films in all media now in general use.

Meyers Raps Toll-TV

KANSAS CITY—Abram F. Myers, general counsel, National Allied, told the convention of the Allied Independent Theatre Owners of Kansas and Missouri that "a stay at home society will react to the disadvantage of every business." He urged an all-out effort to oppose toll-TV on the part of exhibitors.

Ruben Shor, president, National Allied, stressed the value of publicity in urging the theatre operators to take their message directly to the consumer. Regarding rentals, Shor emphasized the need for checking on enchanges through forms listing companies as the "three treating you best" and the "three treating you worst."

Election of officers will be held by mail this month.

Makelim "Goal In Sight"; Needs Sufficient Contracts

HOLLYWOOD—Hal R. Makelin, replying to a request for information concerning his production and distribution plans, wrote to Homer Tegtmeir, vice-president, Northern California Theatre Association, last week that he will start production when sufficient exhibitor contracts have been received to eliminate practically every element of loss to exhibitor, producer, banks, distributor, and laboratory. He added, "I cannot and will not be stampeded by exhibitor leaders or others . . . into going ahead half cocked."

The producer reminded Tegtmeir that meetings were held last July, at which the Makelin plan was fully explained, and that the plan has not changed since then. Makelin also wrote that "the goal is in sight."

Konecoff

(*Continued from page 6*)

features are being used constantly. TV stations have certain programs where they can use some interesting and informative material gratis, and 20th-Fox has come through with one such feature for its current release, "Untamed," where background material on the production was filmed and put out in a four-minute version, "Destination Zuzuland," with the result being interesting, informative, and containing a plug for the film. Then, too, a picture strip with scenes from the film can be used with copy supplied.

Martin Michel, radio and TV head, showed how a typical TV program might incorporate the story of the film tied in with special scripts supplied local station personalities. Local experts too can be brought before the cameras to present some interesting yarns which are then backed up by footage from the film.

Study has shown that to use the 10 second spot during the station break is not advisable unless the film is a well-known property, "The Robe" for instance, and more time must be utilized to tantalize audiences with scenes and information on the film.

The company is making available six advertising trailers on "Untamed," three of 20-second length and three of one-minute length, with the last scene frozen so that the local theatre can be imprinted thereon.

RELEASES BY FILMAKERS: Harry Mandel and Irving Levin, Filmaker toppers, were in town briefly last week and reported that four features will be made during 1955, all in Superscope with higher budgets than in the past. Scheduled to roll on April 15 is "Battle Hell," with Hal Chester producing and Lou Foster directing and possibilities for the cast include Tab Hunter, Robert Cummings, and Mickey Rooney.

May 15, "The Smouldering Sea" will get under way, a best-seller that will go on location in the Hawaiian Islands. Negotiations are under way with Paul Douglas, Lee J. Cobb, Keefe Brasselle, and Fred MacMurray. June 15 will see the start of "The Firebug," an arson story produced and written by Collier Young, with possibly Edmond O'Brien and Teresa Wright in the cast. Finally, "The Weapon" will be made in the U.S., England, Germany, and France, with Broderick Crawford possibly getting the lead in this chase story to start on Aug. 1.

Filmakers will release five films in 1955, with "Crashout" already playing off. Reports from New England indicate high returns. "Mad At The World," a juvenile delinquency yarn, will be released on April 10; "Battle Hell," Aug. 1; "Smouldering Sea," Sept. 15; and "The Weapon" at the end of the year.

Levin reported that there have been no complaints from any of the exhibitors participating in the minimum guarantee selling plan instituted by the company, with earnings amounting to two and three times the amount in the minimum guarantee. The plan will be continued whereby exhibitors can buy the films in advance and be assured of first-run exclusively in their location. A slight advance in rentals may be requested from exhibitors to permit the spending of more on the films and insure better productions.

Levin has been assured by exhibitors, and he quoted E. M. Loew in particular, that more money has been made with Filmaker product than with many other releases of bigger companies where the material is inferior and higher percentages are demanded. With the lower terms requested by Filmakers, exhibitors are able to put more money into their local advertising and selling campaigns, which incidentally, the company will encourage in the future at point of sale. Exhibitor advice will be followed since they know their mediums best for maximum effectiveness.

This Was The Week When.....

Louis de Rochemont's "Animal Farm" received the best film rating from the London film critics. . . . The world premiere of Paramount's "Run For Cover" was set for Austin, Tex., on April 5. . . . An editorial in the New York Times said that "the international achievement behind Paramount's 'Assignment Children' deserves everyone's gratitude." . . . William J. Heineman, vice-president, United Artists, announced the premiere of "The Purple Plain" for March 25 at the Chicago, Chicago. . . . The Museum of Modern Art announced a cycle of 50 years of Italian cinema, to be shown beginning March 21.

Edmund Grainger announced plans for six deluxe "A" films to be produced in 1956, in addition to three set for 1955. . . . American Broadcasting-Paramount Theatres declared a dividend of 25 cents per share on both common and preferred stock, payable April 20 to holders of record March 25. . . . Universal's 3-D "Revenge Of The Creature" was set for a world premiere at the Broadway-Capitol, Detroit, March 29. . . . The Globe was announced as the setting of the premiere of IFE's "The Wayward Wife" during the Easter holidays.

THE METROPOLITAN SCENE: Walter Pashkin, one-time staffer on MOTION PICTURE EXHIBITOR, became the father of a six pound, eight ounce girl to be named Peggy. Tieclasps with African designs and reproductions blossoming around town coincidentally with the opening of "Untamed." It's a reminder by Swank. . . . Warners has prepared a 16-page, two-color special brochure on "East Of Eden" for world-wide distribution to colleges, public libraries, newspaper representatives, book stores, etc., and it's loaded with background material, production information, etc.

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 22) Washington: Dulles reports. Washing on: Rocket riding apes retired to zoo. New York: Toscanini returns from Italy. New York: Billy Graham. England: Churchill at cornerstone laying. England: Socialite takes up marbles. St. Petersburg, Fla.: Yanks in training. Australia: Shark menace.

NEWS OF THE DAY (Vol. XXVI, No. 256) New York: US priest, banished from USSR, arrives. England: Princess Margaret welcomed. Washington: Vice-president Nixon and wife back. Washington: Rocket riding apes retired to zoo. Washington: Dulles reports. St. Petersburg, Fla.: Yanks in training. French Alps: Ski thrills.

PARAMOUNT NEWS (No. 59) Madison, Wis.: Plane makes "pinwheel" take-off. Washington: Dulles reports. Washington: 4-H Club delegates meet President. Washington: President honors heroes of the Rhine. New York: US priest, banished from USSR, arrives. England: Churchill at cornerstone laying. England: Princess Margaret welcomed. St. Petersburg, Fla.: Yanks in training. Vero Beach, Fla.: Dodgers in training.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 654) New York: US priest, banished from USSR, arrives. Van Nuys, Cal.: "Whirl tower" tests chutes. Formosa: Chinese Nationalist Commandos. San Francisco: Four million dollar garage. New Jersey: Amateur racketeers. St. Petersburg, Fla.: Yanks in training. Vero Beach, Fla.: Dodgers in training. New York: K. of C. track meet.

WARNER PATHE NEWS (Vol. 26, No. 61) England: Princess Margaret welcomed. New York: Churches aid Korea's war against TB. French Alps: Mendes-France on holiday. Washington: President hears Billy Graham. New York: US priest, banished from USSR, arrives. Bethesda Naval Hospital, Md.: Sailors join Navy to see nursery. Madison, Wis.: Plane makes "pinwheel" take off. Van Nuys, Cal.: "Whirl tower" tests chutes. Australia: Shark menace.

IN ALL FIVE:

Phoenix, Ariz.: Champion Giants at training camp. Tucson, Ariz.: Cleveland Indians in training.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 21) Hawaii Island: Volcano comes to life after 115 years. Washington: President Eisenhower says U. S. will not engage in aggressive war. Siam: SEATO Council sits in Bangkok. Italy: Pope celebrates 79th birthday. Australia: Floods. Germany: Ace ski leapers.

NEWS OF THE DAY (Vol. XXVI, No. 255) Washington: President Eisenhower spars with press about running in '56. Siam: SEATO Council sits in Bangkok. Formosa: Madame Chiang Kai-shek greets refugees. Italy: Pope celebrates 79th birthday. Lake Charles, La.: Five die in crash of stratojet. Pico Peak, Vt.: Sit-down skiing.

PARAMOUNT NEWS (No. 58) Japan: Elections. Korea: First Marines leave for home. Italy: Pope celebrates 79th birthday. Washington: Mrs. Eisenhower opens multiple sclerosis drive. Thousand Oaks, Cal.: Have you filed your income tax? Spain: Cross-country cycling.

High Court Considers Treble Damage Taxes

WASHINGTON—The Supreme Court took under advisement last week the question of whether the whole amount of triple damages awarded to the winner of an anti-trust suit is subject to income tax, or only the first third of it.

The Bureau of Internal Revenue took the case to the Supreme Court after the Third Circuit Court of Appeals found for William Goldman Theatres, Philadelphia, sued by the Bureau of Internal Revenue, who claimed that the tax was due only on the first third of such damages.

U-I Copyright Affirmed

LEXINGTON, KY.—An interlocutory order of summary judgment of copyright infringement was granted in the United States District Court last week against Howard G. Underwood, Sr., and the Trans-World Distributing Corporation, which was charged by Universal Pictures with making duplicate negatives and prints of "Uncle Tom's Cabin," and offering them for exhibition at various theatres.

The order directed the defendants to deliver up on oath all copies of the film and directed the destruction of all prints and trailers of the film which were seized by federal marshals after the action was begun in September, 1952. The question of damages to be paid the plaintiffs is still open.

"Bwana" Brings Another Suit

HOLLYWOOD—Arch Oboler last week filed suit in district court here against United Artists seeking $102,116 assertedly due him as balance of payment for general and limited interest in GULU Pictures Corporation, owner of the picture, "Bwana Devil."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 653) Siam: SEATO Council sits in Bangkok. Japan: Elections. Israel: David Ben Gurien assumes post of Defense Minister. Boston: Pier fire. New York: Spring shoe styles. St. Petersburg, Fla.: St. Louis Cardinals train.

WARNER PATHE NEWS (Vol. 26, No. 60) Japan: Elections. Siam: SEATO Council sits in Bangkok. Australia: Floods: Washington: President Eisenhower spars with press about running in '56. Monte Carlo: Wool styles on the Riviera. France: Humez batters Langlois in fast Paris bout.

NATIONAL LEGION OF DECENCY

March 10, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Devil Girl From Mars" (DCA); "Jungle Moon Men" (Columbia); "Ma And Pa Kettle At Waikiki (U-I); "Revenge Of The Creature" (U-I); UNOBJECTIONABLE FOR ADULTS: "East Of Eden" (Warners); "End Of The Affair" (Columbia; "Marty" (UA); "The Stranger's Hand" (DCA); OBJECTIONABLE IN PART: "The Big Combo" (Allied Artists); "Blackboard Jungle" (MGM); "Conquest Of Space" (Paramount); "Holiday For Henrietta" (French-made) (Ardee); "Run For Cover" (Paramount); "Wayward Wife" (Italian-made) (IFE); CONDEMNED: "They Were So Young" (Lippert).

Broidy, Goldstein Take AA Story On Road

HOLLYWOOD—Steve Broidy, president, Allied Artists, and Morey R. Goldstein, vice-president and general sales manager, will take the story of the new Allied Artists "on the road" and personally tell it to exhibitor groups in 14 key cities.

"We are now ready to launch our program as a major company," Broidy stated last week. "The most important group of pictures ever produced by our studio will be available for release during the next six months. We want to talk to the theatre men in the field about these films and discuss our future policies."

The tour, which keynotes the celebration of Allied Artists' Silver Anniversary Year, was launched at Dallas on March 15. A screening of "An Annapolis Story" and "Shotgun" will open the sessions followed by a luncheon at which Broidy and Goldstein will discuss the company's plans for these pictures, as well as "The Big Combo," "Seven Angry Men," and "The Warriors."

The itinerary, according to John C. Flinn, director of advertising and publicity, who will accompany Broidy and Goldstein, includes Dallas, March 15; Atlanta, 16; Charlotte, 17; Philadelphia, 18; New York, 19-21; Boston, 22; New York, 23; Pittsburgh, 24; Detroit, 25; Chicago, 26-28; Minneapolis, 29; Kansas City, 30; San Francisco, 31; Los Angeles, April 1.

Screenings will be held in each city and, as in Dallas, followed by a luncheon for exhibitors, bookers, top exchange personnel, and trade and lay press representatives.

About People

NEW YORK—Arthur M. Loew, president, Loew's International Corporation, was assigned last week to make a comprehensive study of MGM studio activities and the planning of production for worldwide consumption. The request for Loew's services was made by Nicholas M. Schenck, president, Loew's, Inc., and Dore Schary, head of the studios. Loew will not relinquish his post as director of the overseas activities of MGM, but, for the duration of this assignment, will divide his time between Culver City, Cal., and New York.

NEW YORK—John J. O'Connor, vice-president, U-I, was named chairman of a committee on Motion Pictures of the Cardinal's Committee of the Laity for its 1955 annual appeal, it was announced recently by John A. Coleman, executive chairman. The vice-chairman of the committee will be L. Douglas Netter, Jr., of Altec Service Corporation. The goal of the appeal this year is $2,717,000, of which the Cardinal's Committee has accepted a quota of $1,000,000.

NEW YORK—Frank Braden, veteran publicity specialist, has been retained by United Artists to make an eight-state promotion junket in behalf of Stanley Kramer's "Not As A Stranger," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Dramatic Records Aid Paramount's "Foy"

NEW YORK—First of its kind ever issued on a motion picture, RCA-Victor will release an album of dramatic readings and songs from "The Seven Little Foys," Mel Shavelson-Jack Rose production for Paramount. Bob Hope will do the narration and dramatic readings tieing together the 10 songs from the film. Shavelson and Rose are now writing this new narration.

Joseph J. Lilley, who scored the VistaVision film, is reorchestrating the music and will conduct the recording session. Lilley is also writing a new love theme to be used in the album. RCA will release albums in 33 and 45 speeds. In addition, individual records will be issued at 78 r.p.m.

While there have been a few albums of dramatic readings with music issued before, none has ever been on a motion picture nor of the scope of this production. The only comparable album is Bing's "Crosby Sings," issued last summer and an immediate success. RCA and Paramount will work together in exploiting the albums, covers of which will be a color photograph from the Technicolor film, Hope's first in VistaVision.

Package Deal Set

NEW YORK—Two forthcoming Paramount pictures, "Hell's Island" and "The Desperate Hours," and Mary Murphy, new star appearing in both, are set for tremendous nationwide promotion under a unique tieup that has been arranged between Paramount and the Produce Packaging Association. PPA controls production and distribution of packaged tomatoes in the United States.

Miss Murphy has been crowned "Tomato Glamour Queen of 1955." The Produce Packaging Association will advertise this fact on a monumental scale, namely, by distributing to the public during the present calendar year 500,000,000 Mary Murphy folders.

The Association will see that the folders, presenting art on Miss Murphy as "Tomato Glamour Queen" and crediting "Hell's Island" and William Wyler's "The Desperate Hours" successively to conform to their release, are inserted in every cellophane-wrapped cardboard tray of tomatoes sold in the United States. Weekly sales of these trays of tomatoes average 10,000,000.

"Burma" Bally Available

NEW YORK—Free 24-shee's for RKO's second Superscope production, "Escape To Burma," are available to exhibitors on request, it was announced last week by Walter Branson, world-wide sales manager. RKO currently is providing exhibitors with free 24-sheets for Howard Hughes' "Underwater!"



One of Portland's busiest shopping intersections recently had "Miss Battle Cry," Shirley Robinson, making a startling contrast to the fur-clad, package-laden women shoppers. "Miss Battle Cry" was interviewed on special remote radio broadcast from window of J. K. Gill department store by disc jockey Sammy Taylor. Idea was developed by Oscar Nyberg, manager, New Fox, where Warners' "Battle Cry" had its Oregon premiere.

Paramount In Watch Tieup

NEW YORK—"Hell's Island," "The Desperate Hours," and a number of other new Paramount pictures were set last week for strong promotion among members of the armed forces at home and abroad under a special tieup with Zodiac watches.

Mary Murphy and Marla English will be featured photographically in 200-line Zodiac ads scheduled for the Army Times, Navy Times, and Air Force Times, whose total circulation is 500,000 weekly.

Zodiac is printing at its own expense autographed photographs of both actresses and in the ads will offer the pin-up free to servicemen writing in for them.

"Daddy" Gets Astaire Boost

NEW YORK—Two executives of the Fred Astaire Dance Studios, national dance director Ed Simms, and New York director of dance education Elfriede Zieger, have left for Hollywood at Astaire's request to learn the new dance sensation, the "Sluefoot," introduced by the song-and-dance star and Leslie Caron in 20th-Fox's CinemaScope musical, "Daddy Long Legs."



Columbia publicists recently used this exciting street bally to plug "The Wild One" in Rome, Italy.

"Marty" Music Bally Features UA Campaign

NEW YORK—A major music promotion combining a disc jockey barrage, window and counter displays, song contests, and special screenings for radio and TV personalities has been set in behalf of Hecht-Lancaster's "Marty," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists.

Pegged to the title tune, co-authored by Paddy Chayefsky, who wrote the screen play for the forthcoming UA release, and Academy Award winner Harry Warren, the "Marty" song campaign will kick off with distribution of the MGM record featuring the Leroy Holmes orchestra and the Naturals.

The 45 and 78 RPM discs will be hypoed in the field by United Artists' exploitation staff and MGM promotion representatives in a long-range program designed to hit high gear in various exchange areas shortly before openings of the comedy drama.

Displays in music, department, and chain stores will employ window streamers, counter cards and playdate posters. A special promotion jacket for the record carries prominent credits and scenes from the Hecht-Lancaster production.

A nation-wide slate of name-the-tune contests run by platter jockeys will additionally support the mass-penetration campaign.

Dance Magazine Hails "Chandra"

WASHINGTON—Dance Magazine, the leading authority in its field, recently gave "Chandra," the million dollar Hindu dance spectacle, its approval by devoting an entire page to favorable comment as well as scenes from this unusual film import, which had its American premiere at the Art Cinema last week.

A Hoffberg Productions release, "Chandra" was produced in India by the Gemini Studios. Slated for an extended run, "Chandra" had major dignitaries of the Indian Embassy on hand among the invited guests attending the opening evening performance.

As part of its promotional campaign, speecial discount tickets are being distributed throughout the metropolitan Washington area to allow dance students and teachers to attend evening performances of "Chandra" at a reduced rate.

16mm. Trailer Utilized

LOUISVILLE, KY.—A. E. "Joe" Hedden, manager, M. Switow and Sons' Cozy, subrun house, recently used a lobby stunt on "Green Fire" that may be done on any film having spot TV commercials available. He set up a 16mm. outfit and portable screen in the lobby, made a loop of a 20 second TV spot, turned it on, and let it run continuously during the rush hours.

The Editor Speaks

TODAY, with our wonderfully revitalized motion picture industry, top grade pictures have become the order of the day, rather than, as in the past years, the exception.



PAUL MANNING

HAND IN HAND, the gift wrapping department (our loving term for the ad and sales departments) have been having a field day ballyhooing their fine new product, with the current healthy boxoffice take making the going quite pleasant.

HOWEVER, as one great statesman put it, "In time of peace, always be prepared for war." Recently, a major studio, fat and comfy from a great big year of nothing but sensational profit, put out a much touted, supposedly super-duper, triple A production, designed to blast all existing boxoffice records to smithereens. Accordingly, the ad and sales departments wrapped this heavyweight in their most lavish and colorful gift wrappings.

BUT THE SAD NEWS today is, despite all this buddy-buddy shouting, despite the top star names in the cast, despite the tops in direction and production, it just ain't doing business.

WHICH PROVES, BROTHERS, you gotta make 'em good. A dud stays a dud, no matter how big it is, or how you camouflage it!

Paul Manning

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STUDIO SURVEY appears every faurth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The sectian is devoted exclusively to the arts, peaple, creative ability, and physical properties which make up the praduction side af the motion picture industry. Edited fram the west coast, all informatian relating to editarial contents should be directed ta Paul Manning, 9628 Cresta Drive, Los Angeles 35, Califarnia. For ather infarmation, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publicatians, Inc. Publishing offices: 246-48 Narth Clarion Street, Philadelphia 7, Pennsylvania. New Yark affice: 229 West 42nd Street, New Yark 36. Representatives may be faund in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 3 **March 16, 1955**

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

MGM's

"HIT THE DECK"

starring

JANE POWELL, TONY MARTIN, DEBBIE REYNOLDS, WALTER PIDGEON, VIC DAMONE, GENE RAYMOND, ANN MILLER, RUSS TAMBLYN, J. CARROL NAISH

and introducing

KAY ARMEN

with

RICHARD ANDERSON, ALAN KING, JANE DARWELL, HENRY SLATE

Produced by Joe Pasternak. Directed by Roy Rowland.
Written by Sonya Levien and William Ludwig; based on the muical play, "Hit The Deck" by Herbert Fields; presented on the stage by Vincent Youmans, from "Shore Leave" by Hubert Osborne. Music by Vincent Youmans.
A CinemaScope production. Photographed in Eastman Color.

MGM's

"THE GLASS SLIPPER"

starring

LESLIE CARON, MICHAEL WILDING

with

KEENAN WYNN, ESTELLE WINWOOD, ELSA LANCHESTER, BARRY JONES

Ballets by Roland Petit featuring Ballet de Paris.
Produced by Edwin H. Knopf. Directed by Charles Walters.
Written for the screen by Helen Deutsch.
Music composed by Bronislau Kaper.
Photographed in Eastman Color.

20th CENTURY-FOX's

"UNTAMED"

starring

TYRONE POWER, SUSAN HAYWARD, RICHARD EGAN

with

JOHN JUSTIN, AGNES MOOREHEAD, RITA MORENO, HOPE EMERSON, BRAD DEXTER, HENRY O'NEILL, PAUL THOMPSON

Produced by Bert E. Friedlob and William A. Bacher. Directed by Henry King.
Screen play by Talbot Jennings, Frank Fenton, and Michael Blankfort.
from the novel by Helga Moray.
A CinemaScope Production. Color by DeLuxe.

Lots of Ammunition

10 Big Guns From MGM Salute Exhibs



James Cagney, Doris Day in "Love Me Or Leave Me"; Edmund Purdom, Lana Turner in "The Progidal"; Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray, Michael Kidd in "It's Always Fair Weather"; Stewart Granger, Liliane Montevecchi in "Moonfleet."



Eleanor Parker, Glenn Ford
"Interrupted Melody"



Jane Powell, Vic Damone, Ann Miller, Tony Martin, Debbie Reynolds, Russ Tamblyn in "Hit The Deck," another musical hit by producer Joe Pasternak.



Ann Blyth, Edmund Purdom
"The King's Thief"



Leslie Caron, Michael Wilding
"The Glass Slipper"



Esther Williams, Howard Keel
"Jupiter's Darling"



Anne Baxter, Steve Forrest
"Bedevilled"

Leo's Mighty Roar

KICKING OFF MGM's 1955 Motion Picture Celebration, a super-quality featurette ballyhooing the forthcoming product from this bustling studio was shown recently to the trade press of Hollywood.

THIS DEPARTMENT was strongly impressed with both the excellence of the production itself, and the colorful, powerful potential of this film upon the public when shown by the thousands of exhibitors to whom it will be made available.

EMBRACING 10 top level feature productions, key scenes are shown, whetting the public appetite for the time when the features ballyhooed will be shown in the same theatre.

THE GLAMOROUS TRAILER is in CinemaScope and features guest appearances by some of Leo's leading luminaries, who discuss the films they star in. Exhibitors can obtain the 18-minute subject without cost, and the entertainment hinted at certainly gives the motion picture industry plenty of reason to toot its own horn.

SMOOTHLY HANDLED by amiable George Murphy, Leo's ambassador at large and master of ceremonies, this advance guard is rightly deserving of every support this editor can give. Therefore, we are happy to offer these scenes from the features which will be soon released from Leo's distribution centers.—P. M.

"Untamed," Fitting For Both Title And Terrain

20th-Fox sends its stars and technicians into the African wilds and finds that there is more to Zululand and its primitive inhabitants than are shown in the best travel folders.

LONG A FAVORITE setting for motion picture drama, it was inevitable that the scenic and ethnic glories of South Africa would be recorded by the expanded eye of CinemaScope. The inevitable came to pass this year when producers Bert E. Friedlob and William A. Bacher made "Untamed," starring Tyrone Power, Susan Hayward, and Richard Egan, and directed by Henry King.

"UNTAMED" WAS WRITTEN from Helga Moray's novel of the same name. Miss Moray, herself, was born in South Africa and the story is a fictionized account of the life of her own great-grandmother.

IT WAS ONE of those "small world" coincidences that Friedlob should have been co-producer of the film version of Miss Moray's book. He was a member of the expedition she made to the South Seas, but during the intervening years while she was writing in England, he was a rising producer in Hollywood. He was an independent producer until he joined 20th-Fox. His credits include "The Star," starring Bette Davis, "Steel Trap," and many others.

BACHER STARTED his career as a dentist and then made a improbable switch to radio, where he became one of that medium's most enterprising producers. He made his film debut at 20th-Fox, where he produced "Leave Her To Heaven," one of the most successful films in the company's history. He left the company to go with the State Department as an expert on films and returned, in association with Friedlob, with "Untamed." His next picture will be "The Tall Men," starring Clark Gable.

FOR A PICTURE of the scope of "Untamed," King was an obvious selection as director. It is doubtful that any director has a more impesing list of "big" pictures or



Agnes Moorehead gets an assist with her makeup before shooting a scene for 20th-Fox's "Untamed."

successful pictures. Beginning years ago with "The White Sister" and "Stella Dallas," his credits include such champions as "In Old Chicago," "Alexander's Ragtime Band," and enough others of similar stature to fill this page. He is also familiar with Africa, having directed "Stanley And Livingstone" and "The Snows Of Kilimanjaro," before embarking on "Untamed."

IT WOULD NOT be amiss to list the production values in "Untamed" along with the stars of the picture. For with this first recording of Africa and Africans in CinemaScope, audiences will have an opportunity to see the glories of "The Dark Continent" as they never have been presented on the screen before.

TO OBTAIN ALL THIS, director King, cameraman Leo Tover and a company of 40, spent three months shooting all over Africa. The spectacular "attack on the Laager" sequence was made in the interestingly named Valley of the Thousand Hills section of Natal province. Although a Zulu preserve, it is very sparsely populated and to make up the company of 3,000 Zulus, natives had to be imported from distances up to 300 miles. This involved transportation by everything from ox-carts to airplanes and the setting up of an entire community to house them.

A STRONG GOVERNMENT was necessary because the movie company armed the troups with spears, normally forbidden, dressed them in their ancient habiliments of war; set them to singing traditional war chants and then unleased them in a simulated attack upon the Boers.

A SOUTH AFRICAN officer served as camp commandant and he recruited a police force, fire department, hospital aides and a sanitary squad.

MANY OF THE "props" in the picture, such as spears for the Zulus, had to be manufactured in South Africa, and the guns for the Boers were borrowed from museums. Wagons were purchased and re-built along lines suitable to the period and 200 oxen were hired to haul them. Roads had to be built to bring the wagons to the various locations and whole cornfields were bought to feed the animals.

THE PROJECT was carried out in the presence of lions and other predators, who gave no trouble, and snakes, ticks, and other insects which did. Among other things, the ticks carried malaria which felled several members of the company from Hollywood. Yet, almost miraculously, all this was done without death or serious injury to any of the thousands of participants.

COMPLEMENTARY TO THIS tremendous effort and consistent with it were the sequences shot on the sound stages and at the 20th-Fox ranch in the nearby Santa Monica mountains.



Rita Moreno watches as Richard Egan gets a tip from director Henry King on the action for an upcoming scene in the film, shot on location in Africa.



Susan Hayward and Tyrone Power, who star in the South African adventure, rehearse a dance number while director King watches approvingly.

James Stewart Returns



James Stewart, who toured the Orient with his wife as part of Paramount's pre-selling campaign for "Strategic Air Command, is seen at a Manila ceremonial reception as the guest of circuit owner Ernesto Ruffino, right. At left is A. S. Velasquez, Paramount Philippines manager.

JAMES STEWART, accompanied by his wife, Gloria, has just returned to Hollywood from his first trip to the Orient, where he visited such cities as Tokyo, Hong Kong, Yokohama, Kyote, and Manila among others. A combination business and pleasure trip, Stewart held many press conferences in advance of screenings of three of his latest films, "Rear Window," "Far Country," and "Strategic Air Command."

MUCH OF THE lanky star's fan mail is of Oriental origin, and he looked forward with great interest to meeting the populace first hand. He was not disappointed.

THE STEWARTS' ARRIVAL in Tokyo in a driving rain did not deter the overwhelming crowds, nor dampen the enthusiastic greeting of the man whose many quality motion pictures have earned him a unique and enviable position in the entertainment world and with people everywhere. The thunderous ovations accorded the couple and the genuine display of affection shown the star on every occasion is still another example of the high esteem with which he is regarded.

STEWART'S FIRST HAND experience, meeting the people of various cities, pointed up even more vividly the tremendous influence wielded by motion pictures, and made it more evident that the entertainment offered by the movies is indeed the universal language.

THE STAR FOUND the people gracious and understanding, showing an eager interest in the American way of life. He left Japan with a warm feeling, generated by the people whose interest in him showed only too clearly that the entertainment offered by motion pictures can and does, in its place, bring a measure of better understanding between the peoples of many countries.

STEWART'S FILMS have always been made to exacting standards on the highest possible plane as attested to by his popularity which has consistently placed him in the top 10 stars everywhere.

THE INDUSTRY can well be proud of James Stewart, whose impeccable behavior, quiet intelligence, and keen understanding have made him one of the most popular and beloved figures in the world.

GOOD THINGS TO COME FROM HOLLYWOOD . . .

MGM'S "Blackboard Jungle"

"BLACKBOARD JUNGLE" leaps from the screen into the lives of most Americans living with today's fast moving younger generation. Coming to violent grips with one of the major problems facing us today, steadily increasing juvenile delinquency, this hard-hitting picture attacks the problem where most authorities agree is its spawning ground, the public schools in the slum areas of our larger cities.

GLENN FORD offers his best screen performance since his memorable one in "Gilda." A difficult role, that of a young teacher attempting to control diabolical and savage students, Ford rises to new heights. Backed up with outstanding contributions by the entire cast, this is a picture which will cause wide public controversy and, by thus doing, bring heavy boxoffice grosses to all situations.

PANDRO BERMAN, producer, rates high praise for his alertness to this ever growing problem, and for his daring and ingenuity in fashioning this explosive film.

RICHARD BROOKS, the director, who also did the screen play, is still young enough to evaluate and qualify the dynamic ingredients of this problem. He forces realism and motion into script and into the picture itself. A very important credit for Mr. Brooks.

IT IS the studied opinion of this editor, that "Blackboard Jungle" will be attended, applauded, and remembered far longer than most of Hollywood's lavish, pretentious films.—P. M.



Seen above are two scenes from "MGM's exciting story on juvenile delinquency, "Blackboard Jungle," starring Glenn Ford and Anne Francis. On the bottom row are director Richard Brooks, who also wrote the screen play, and producer Pandro S. Berman.

MGM Releases Set

NEW YORK—MGM will release four pictures in May and June, according to tentative plans. The pictures will be released at the rate of two a month and will make a total of 12 minimum for the first six months of the calendar year.

The new tentative releases include "The Prodigal" in Eastman Color and CinemaScope, and "The Marauders" in Eastman Color, for May; and "Love Me Or Leave Me," in Eastman Color and CinemaScope, and "Moonfleet" in Eastman Color and CinemaScope, for June.

Previously announced for the first four months of the current year were "Bad Day At Black Rock" and "Green Fire," for January; "Many Rivers To Cross" and "Jupiter's Darling," for February; "Hit The Deck" and "Anchors Aweigh" reprint, for March; "The Glass Slipper" and "Bedevilled," for April. All are in color.

NEWS OF THE Territory

BRANCHES

Atlanta

Atlanta will be one of 39 cities to receive an all-star closed circuit theatre telecast on March 28. The mammoth two-hour show will be presented at an Atlanta theatre not yet designated, beginning at 9:15 p. m. Proceeds will go to CARE, European relief agency. A 13-man committee has been named to push plans for the benefit presentation. Committee includes Mayor William B. Hartsfield, honorary chairman; Dean Phil Narmore, chairman; and Harrison Jones, co-chairman. Members are Carling Dinkler, Sr., Daniel J. Houghton, Frank Malone, Mrs. Spann W. Miller, Samuel Rothberg, Mrs. Louis Regenstein, Jr., Mrs. T. E. Schneider, J. C. Shelor, Robert E. Snodgrass, and John Staton.

J. E. McLeory, Charlotte representative, Allied Artists Southern Exchanges, has returned there after a visit with his family here. . . . On the Row for a visit were O. C. Lam and son, Lam Amusement Company, Rome, Ga.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; W. Welch, Dallas, Dallas, Ga.; Abe Soloman, Independent Theatres, Chattanooga, Tenn., and Ebb Duncan, theatres in Georgia.

Jimmy Campbell and Ben Jordan, Allied Artists Southern Exchanges, were in for a sales meeting with branch manager Jimmie Hobbs. . . . Billy Welch, son of Mrs. Grace Hammond, Allied Artists Southern Exchanges, left for a trip to New York. . . . Oscar Howell, president, Capital City Supply Company, was back after a trip from the city.

Mr. and Mrs. Ted Toddy, owners, Toddy Pictures, were back at their office after a visit in Florida. . . . Mrs. Rose Lancaster, Strickland Film Company, was back at her desk after a spell of illness.

George J. Schaefer announces that his company, Selected Pictures Corporation, has acquired the distribution rights to "Gangbusters" for the territory served by Atlanta, Jacksonville, Charlotte, New Orleans, Memphis, Dallas, and Oklahoma City. Schaefer has also concluded arrangements with Jack Schlaifer, who recently resigned from United Artists, to take complete charge of sales and distribution on this picture. Schlaifer is due in Miami and Jacksonville to supervise saturation bookings of the film in Florida. The exploitation and advertising of all saturation openings in each of the above territories is being handled by Terry Turner for the producer, Visual Drama, Inc.

In Nashville, Tenn., a serious threat to drive-in operations has been lifted by a change of application of proposed state legislation which would have forced the removal of screen towers to other locations on drive-in property whenever pictures reflected on the screen are also visible as to distract passing motorists. Instead of applying to existing drive-ins, an identical measure is expected to be enacted which would apply to drive-ins built after April 1, 1955. A committee of exhibitors, led by Stacy Wilhite, Cooksville, Tenn., president, Tennessee Theatre Owners Association, pointed out to the special Governor's Emergency Traffic Committee sponsoring the bill that application of such law would cause undue hardship to existing drive-ins and would require large expenditures for moving screen towers and changing field operation. The committee agreed to change the bill to mean outdoor theatres constructed after the expected April 1 enactment date.

New owners of the drive-in at Apalacicola, Fla., are P. J., N. J., and J. J. Nicholas. . . . Jimmy Gaylard, owner, Troy, Troy, Ala., is the new owner, Cecil Drive-In, from owners, Wade Amusement Company, and will change the name to Coffee County Drive-In. Mack Clark was appointed as manager. . . . Jack Hunt and his son-in-law, Ray Carsky, are new owners, Trail Drive-In, Sarasoto, Fla., from Hugh Thomas, Jr., and will call it the Airport Drive-In. Hunt came from Chicago and for five years was general manager, Barger Theatre Circuit. Carsky was former merchandising and concessions manager, Balaban and Katz.

The 41 Drive-In, Okolona, Miss., with Bob Cowsert, manager, has installed CinemaScope. . . . Bill Wolfson, city manager, Wilby-Kincey Theatres Montgomery, Ala., has returned to his office after being hospitalized for an eye operation in Fort Worth, Tex. He has been unable to see for the past six weeks.

Scott Lett and the Mrs., Guild Screen manager, Charlotte, has returned after a tour of South America. . . . Happy to report that George Ebersole, 20th-Fox special sales representative, Charlotte, is back on the job after a spell of illness.

On the Row were Frank Pierce and son, Barber Drive-In, Louisville, Ga.; Al Morgan, McLendon Theatre Circuit, Alabama; Ward Bennett, Bennett Drive-In, Abbeville, Ala.; Ralph Johnson, Zebulon, Cairo, Ga.; and Dick Kennedy, theatre owner in Alabama and Tennessee.

Vivian Miller, new booker, MGM, replaces Dot Stephens. . . . Betty Goolsby, MGM's payroll clerk, was back after a spell of illness. . . . Eileen Watson, MGM, was back after a vacation spent in Jacksonville. . . . George M. Jones, U-I sales manager, is much better.

Mrs. Mary Dale, accounting department, Allied Artist Southern Exchanges, was host to the office force at her home. . . . Mrs. Elizabeth Lee was added to the Strickland force as secretary.

Captain James A. Rebb, 87, pioneer exhibitor here, died at a private hospital. Rebb owned and operated the old Superba for a number of years during the days of silent pictures. He was also owner of the old Fairview before his retirement in 1942. Surviving are his wife, two sons, and several grandchildren.

J. E. McLeroy, Allied Artists Southern Exchanges, Charlotte, was in for a visit with his family. . . . WOMPI participated in a fashion show at Rich's in conjunction with other Atlanta Clubs, for the purpose of building up their treasury. Shirley Smoak has been chosen as the WOMPI model for the occasion.

At the February luncheon meeting of WOMPI, Mrs. Margaret Turner, club editor, Atlanta Journal, made a talk, her subject, "What Makes News." Mrs. Turner came up with an interesting and little known fact, that Atlanta has more women's club per capita than any city in the world. There are 3,500 clubs here.

In booking and buying were Jack Biggart, Motor In, Lancaster, S. C.; Mrs. R. Barrington, Marlboro, Clio, S. C.; Jodie Holland, Lyman, Lyman, S. C.; Leighton Parker, Parkhill and 301 Drive-In, Manning, S. C.; R. L. Wilburn, Union Drive-In, Union, S. C.; Octave Martin, Cowpens, Cowpens, S. C.; Wellie Hamrick, Co-Ed, Boiling Springs, N. C.; Louis Whitley, drive-ins, Laurenburg, N. C.; Fairmont, N. C.; Rockingham, N. C.; Tom Britt, Starlite Drive-In, Laurel Hill, N. C.; Buford Grigg, Dianne 29 Drive-In, Gastonia, N. C., and Friendly Drive-In, Lincolnton, N. C.; Jesse Booth, Palmetto, Walnut Cove, N. C.; Morris Abrams, Palace and Strand, Georgetown, S. C.; Dick Eason, O. and E. Circuit, Salisbury, N. C.; Jim Geddie, Carolina, McColl, S. C.; Joe Gibson, Harlem, Greenville, S. C.; J. W. Griffin, Jr., Griffin, Forest City, N. C.; and Jodie Holland, Lyman, Lyman, S. C.

Charlotte

The Anderson Family, Anderson Circuit, Mullins, S. C., are making plans to visit Hawaii. Howard Anderson and his helpers will manage the business angle while they are away. . . . A. F. Sams, Statesville Theatre Corporation, will soon have a son-in-law.

Joe Johnston, feature booker, Wilby-Kincey, is the proud papa of another son. . . . Jack Griffith, U-I salesman, has a baby daughter, named Betty Anne. Jack is the son of Mrs. Walter Griffith, secretary, Theatre Owners of North and South Carolina.

Howard Burnett, former employee, Paramount, has just returned from the armed services to his position as third shipper with Paramount. He was stationed in Korea. . . . Weber Howell, former office manager, Paramount, has returned to his position after having served in the armed forces in Alaska. . . . Seen along Film Row booking and buying were W. G. Fussell, Wonet, Bladenboro, N. C.; R. D. McGowan, Joyce, Spring Hope, N. C.; and Cary Caudell, Danca, Wallace, N. C. . . . The following visited Paramount for buying and booking: Jimmy Austin, Clinton, Clinton, N. C.; O. K.

Hogan, St. Paul, St. Paul, N. C.; I. W. Holliday, Vance, Vanceboro, N. C.; Charlie Holliday, Pines, Pinetops, N. C.; Roy Champion, various theatres, Wilson, N. C.; and Howard Anderson, Anderson Theatres, Mullins, S. C., for his circuit of theatres.

C. A. Dandelake, president, Theatre Owners of North and South Carolina, Colonial, Tarboro, N. C., has returned after a check-up at Johns Hopkins Hospital, Baltimore, Md. . . . MGM has changed the date of its workshop. It will be held here on April 4. Theatre owners of North and South Carolina changed the date of the general meeting. It will be held on April 5, at the Hotel Charlotte. Highlights will be toll-TV and film rentals.

Several members of the WOMPI club in Atlanta, one of which is a member of the national extension committee, were in to assist in organizing a local WOMPI club, at which time the charter was drawn up and the officers nominated and elected. The meeting was in the form of a Dutch luncheon at the Oriental Restaurant. The planning committee includes Myrtle Parker, Paramount; Mildred Hoover, Paramount; Rebecca Miller, National Screen Service; Thelma Culp, Warners; Gladys Hawkins, Wilby-Kincey; Rose Hutton, Columbia; Rose McIlroy, MGM; and Mildred Warren, 20th-Fox.

Paramount recently remodeled their office with a complete paint job and general house cleaning. The effort certainly brightened the place.

Jacksonville

Attending a luncheon held here in honor of Mr. and Mrs. James Cagney were Leon D. Netter, president, Florida State Theatres, and Mrs. Netter; Louis J. Finske and LaMar Sarra, FST vice-presidents; FST executives Joe J. Deitch, Mark DuPree, and Bob Harris; Ed Chumley, Paramount branch manager; and Bender Cawthon, Florida projectionist. Host was A. C. Lyles, Paramount publicity man from the west coast, who got his start in the industry as an usher at the local Florida. A day prior to the luncheon, Cagney had received an honorary Doctor of Humanities degree from Rollins College, Winter Park, Fla., in recognition of his outstanding role in the motion picture industry for the past 33 years. He recently completed his 50th picture, "Run For Cover," a Paramount release.

"A Man Called Peter," 20th-Fox's Easter picture, is to have advance screenings here, in St. Petersburg, and in Miami for clergymen of the state, according to Tom Tidwell, 20th-Fox branch manager. He said that the picture is to be released on Good Friday, April 8, in key cities of the state. . . . Walter Powell, formerly a film salesman in Charlotte, has joined the sales staff of the local 20th-Fox branch. . . . Walter McDonald, new head booker, United Artists, came here from a booking job in Atlanta. . . . Linda Fleming has returned to work as a 20th-Fox biller after recovering from an operation.



Warners' "Battle Cry" was the film selected for the recent reopening of the famous Miami, Fla., showplace, Olympia. Seen, left to right, are Harry Botwick, managing director, Florida State Theatres in the Miami area; Major Albert Warner; Colonel R. C. Mangrum, USMC; Bill Burns, WQAM; and Mayor Abe Aronovitz.

Bill Beck, manager, first-run Five Points, had a gala north Florida premiere for "Yellowneck," produced by Empire Studios of Orlando and distributed by Republic. Stars Rex Allen and Marie Windsor were here for public appearances on the Five Points stage at the opening.

Bob Skaggs, manager, Florida, said that the Army's WAC band, of 60 pieces, would be in the pit of the theatre for the first-run opening night of "The Long Gray Line." . . . He also revealed that the Florida has been selected as the only north Florida outlet for the March 28 closed circuit live TV variety show to originate on a New York stage for nationwide showings to benefit CARE. . . . Patrons of the Florida were being supplied with ballots listing all the current Academy Award nominations. Persons guessing closest to the actual awards of Oscars on March 30 are to receive long-term passes to the theatre.

Edith Smith secured the cooperation of the Jacksonville Art Museum membership in giving advance support to the selling of tickets for an art motion picture, "Flamenco," to be presented at the San Marco on April 9 and 10. She said that a sidewalk art exhibit is scheduled for both nights on the sidewalk in front of the theatre. . . . State exhibitors in were A. J. Kaniaris, Beach Drive-In, St. Augustine; William Lee, Starke; Jim Raulerson, MacClenny; Courtney Muter, Orange Lake; and Adeline Gawthrop, Linda Drive-In, Palatka, back from an extensive South American tour. . . . Visiting Roy Smith at his candy and popcorn concern were Mr. and Mrs. Lew Phelps, Grinnell, Iowa, who were covering the state on a selling trip for the Miracle Equipment Company, makers of drive-in playground equipment. . . . Mrs. Belle Dow, owner, No. 1 Drive-In, Daytona Beach, Fla., was a visitor from New York. . . . New Yorkers George J. Schaefer, Selected Pictures Corporation, and Terry Turner were here to schedule booking and exploitation programs for their "Gangbusters." . . . Other New Yorkers in were Ben Newman, candy specialist, and Paul Little, Pepsi-Cola representative.

Memphis

Local Boy Scouts saw free movies at five big movie parties. Theatres showing for the Scouts were the Plaza, Ritz, Joy, Strand, Millington, Tenn., and the Park, here. A giant Council-wide movie party was held at the Malco, downtown, and enoyed by the boys.

WOMPI is one year old in Memphis, and a birthday dinner was held at the Variety Club. It was "Bosses Night," and by the wonderful turnout of bosses, WOMPI has no need to fear whether they are with them or not, as only three of the branch manager were unable to attend. Guest speaker was naturally the number one movie man, a man whom everyone knows thinks first of movies and anything pertaining to them, M. A. Lightman, Malco Theatres. He spoke to the group briefly of the thing next dearest to his heart, The Children's Convalescent Home, and asked the cooperation of all WOMPI members in helping put the Hospital over for Variety; there is no doubt of the cooperation he will receive, as WOMPI has already shown their interest in the Hospital, having donated a blackboard recently. It was a successful dinner and all members are planning on the "Sadie Hawkins Day Dance" on April 16. There will be several surprise acts of talent heretofore unknown, and figures will be revealed that might land a movie contract for some unknown.

A. J. Cianciola announces that the Plaza has its sights set to being one of the major first-run theatres in Memphis. As proof, three topnotch films are booked there for first local showings.

New Orleans

Harry Carey, Jr., who plays the halfback named "Ike" in Columbia's "The Long Gray Line," is in town boosting the movie, scheduled for an early showing at RKO Orpheum. . . . Earl Perry has taken over the buying and booking for the Park, Houma, La., formerly handled by J. G. Broggi. . . . Jack "Joe Friday" Webb is in town to supervise the filming of background scenes for his forthcoming movie, "Pete Kelly's Blues." With him is Bill Gutheri, Warners unit manager.

Six lucky contestants will receive a set of flippers and goggles like those worn by Jane Russell and Richard Egan in the RKO Technicolor film, "Underwater," for the best description in the completion of the sentence "I would like to swim underwater like the stars in RKO's 'Underwater' because ——" The contest is sponsored by the Voit Company and The New Orleans Item. . . . Warren Salles informed the exchanges that he plans to reopen his Park Drive-In, Covington, La., sooner than in previous years.

Mrs. Bill Castay, Arrow, and LaPlace Drive-In, LaPlace, La., made the rounds, as did Mrs. O. J. Barre, Barre's Theatres, Tuling, La.; Mrs. Bertha Foster, Violet, Port Sulphur, La.; and Miss Anna Molzon, Royal, Labadieville, La. . . . Charles A. Pabst replaced "Chink" Sherwood, who resigned as UA field



Some of the theatre employees of Claughton Circuit, Miami, Fla., recently assembled for the first annual presentation of Gold Service Awards. Award winners are in the front row, holding their prized trophies. Also in the picture are Ed Claughton, Jr., extreme left, first row, and at extreme right, first row, is Curtis H. Miller, supervisor, Claughton Theatres.



On Miller's right is Don Tilzer, assistant supervisor and public relations director. Winners seen on the right, next to Miller, are Howard Gale, Circle; Mabel Borton, Royal; Mrs. Lillian Claughton, circuit owner; Virginia Hooks, cashier, Embassy, Marjie Beard, concessionist, Circle; and Richard Lewis, Embassy.

representative. . . . Helen Davis is back with Dixie Film in the inspection department. She replaced Mrs. Noel Allemand. . . . Henry Glover, Allied Artists pilot, was on a business trip in Florida.

Drive-in theatre owners seen around were Bill Shiell, Marrero Drive-In, Marrero, La.; George Elam, Lion Drive-In, Winnsboro, La.; Mike Ripps, Twin Do Drive-In, Metairie, La.; and Lyle Shiell, S. E. Mortimore, and Frank Olah, Sr., Skyvue Drive-In. . . . John Schaffer, Sr., Schaffer Film Delivery Service, advised that the new headquarters will be at 227 South Liberty Street. The present location has been acquired by United Artists for the erection of a modern film exchange building.

The Sellers and the Guidrys, Lafayette, La., and other southwest points in Louisiana were in; the boys include Milton, Matt, and Richard Guidry and E. R. and R. A. Sellers. Also in the group was Bob Conrad. R. A., speaking for the group, said that they have closed the Lafayette Drive-In, Lafayette, La., for good.

Mrs. M. D. Harris reopened the theatre in Gibsland, La., which he has named the Gem. . . . Walter Hebert, Jr., phoned Transway that the floods have abated and that he has resumed operation at the Lee, Mermentau, La. . . . Sid Fuhrman closed both his Lake, Mandeville, La., and the Madison, Madisonville, La., for remodeling. . . . L. W. Stephens has reopened the American Legion Drive-In, Coushatta, La., which had been closed for the winter.

Curly Robin changed from 16mm. operation to 35 mm. at the Lake, Catahoula, La. . . . Mrs. Glenn Stewart shuttered the Rustic, Walter, La. . . . John Luster, W. W. Page Amusement Company, opened their new Paco, Coushatta, La. . . . L. C. Gaudet shuttered the Pine, Pine Prairie, La., on March 1. . . . The Como, Georgetown, Miss., is closed temporarily. It is one of E. W. Clinton's string of theatres.

Charles Gasho is Berlo Vending's new territory representative with headquarters in Baton Rouge, La. . . . Among the large number of celebrities here on Mardi Gras were Jack Benny, Billie Burke, Mary Healy, a former New Orleanian and Film Rowite manager's secretary at 20th Fox before joining the rank of entertainers. With her was her hubby, Peter Lind Hayes. Also here were Ed "Duffys Tavern" Gardner and wife, movie starlet Terry Moore and her mamma, and movie stars Arthur Franz and Beverly Garland.

Out of town exhibitors seen around were Charles Waterall, Sr., Waterall Theatres, Prichard, Ala.; Frank Smith, Bay St. Louis, Miss., operator, Grand, Grand Isle, La.; M. A. Connett, Connett Theatres, Newton, Miss.; Alec Rosenthal, Joy and Silver City, Alexandria, La.; F. G. Prat, Jr., and Harold Dacey, Prat-Aucoin Theatres, Vacherie, La.; and Mrs. R. W. Grady, 82 Drive-In, Stamps, Ark.

James Washington is the new owner, local Laurel, which was formerly owned and operated by Samuel Corte and family. . . . George Elam, Lion Drive-In and Princess, Winnsboro, La., visited with his buyer and booker, Page Baker and staff, Theatre Service Company. . . . Paul Shallcross, American Desk Manufacturing representative, Temple, Tex., stopped over for Mardi Gras festivities before continuing his trek in the territory. . . . Mr. and Mrs. R. W. Grady, 82 Drive-In, Stamps, Ark. are on the lookout for locations to build drive-ins or suitable drive-ins already in operation in the New Orleans territory. They have scheduled March 17 for the reopening of their drive-in, which was closed during the winter months.

Arkansas

Little Rock

George Clement Brownson, 77, retired theatre owner of Dubuque, Ark., died after a brief illness at Chickasawba Hospital, Blytheville, Ark. He is survived by four brothers and two sisters.

Florida

Miami

Bill Ozinga, manager, Skydrome Drive-In, Lake Worth, Fla., was jubilant at the birth of his first grandchild, an 8½-pound boy. . . . Mel Haber, Carib, Miami Beach, Fla., was to have a screening of "New York Confidential" for the Miami Crime Commission. . . . The Broward Auto Racing Club honored the Gateway, Fort Lauderdale, Fla., with a special Gateway Sweepstakes 25-lap midget auto test, celebrating the opening of "The Racers." Vivian Whaley, representing the management, presented the championship trophy to the winner of the sweepstakes. Considerable newspaper space accured to the theatre on the sports pages of The Fort Lauderdale Daily News, including a picture of Keith Hendee, manager, shown with the trophy.

Taking advantage of a school holiday, a number of theatres had "No School Jamborees," including the Strand, Parkway, Tower, Rosetta, with neighborhood merchants sponsoring the free shows. . . . Burton Clark, manager, Boulevard Drive-In, North Miami Beach, Fla., was working on the third annual North Dade Easter Sunrise Service to be held at the theatre.

Sarasota

Together with the Empire, Daytona Beach, Fla., the local Ritz has arranged for the twin southern premiere of "Day Of Triumph," religious feature, it was learned from Richard Leonard, Ritz manager. Here for a special advance screening of the film before the local ministerial alliance, were Fresch Harvey, advertising and publicity director, Florida State Theatres, and H. A. Addison, Sr., exploiteer for Selected Pictures.

Louisiana

Shreveport

Arthur Franz, Columbia star, who made a personal appearance here at the New Saenger in connection with his latest, "New Orleans Uncensored," was given a pleasant surprise while attending a luncheon given in his honor. Unbeknownst to the actor, a true-to-life background had been set for him to meet unannounced a World War II buddy now stationed at Barksdale Air Force Base here. He is Major Norman P. Stoker, a pilot. Franz was his navigator. Franz appeared on the stage of the New Saenger in the evening and also appeared over KSLA-TV in the afternoon. He was given the key to the city by Mayor James C. Gardner.

Mrs. Jane Nelson, born and reared in this area, was recently named manager, Joy Drive-In. She has the distinction of being the first women in Shreveport to manage a local drive-in. She has worked for Joy Theatres, including the downstown Joy, the Leo Drive-In, and the Joy Drive-In for the past six years. It seems as if the jobs for men only are fewer and fewer.

The deed for the sale of three theatres here and a fourth in Bossier City, La., for $550,000 was recorded in the office of Dozier Webster, clerk of the district court. Don George, Inc., and the Commercial National Bank of Shreveport, trustee of the Don George trust for Delores M. George, sold the theatres to Ollie D. Harrison and Thomas E. McElroy for $150,000 cash, and $400,000 payable in 10 annual payments of $40,000 each. Included in the sale were the Don George, Davis, Don Drive-In, and the Venus.

North Carolina

Durham

The City Council at Laurinburg, N. C., has approved Sunday movies for a six-month trial period, voting to allow the town's two motion picture houses to remain open on Sundays after being assured by the management that show times would not conflict with church services. Theatres in other blue law locations watched with interest.

Floyd Hanks, pioneer Lenoir, N. C., exhibitor, who has been in the industry for 40 years, has leased the Avon, Lenoir, to Northridge Theatres, Inc., and has retired. Irwin L. Munford, Wayne County, N. C., has been named manager, Avon, by the new owners.

A. A. "Al" Alston, Burlington, N. C., theatre manager, has announced his candidacy for election to the City Council, Burlington.

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Gulf States Allied Sets Meet Agenda

NEW ORLEANS — Abe Berenson, president, Allied Theatre Owners of Gulf States, following their monthly board meet at which plans were discussed and formulated for their upcoming annual convention to be held at the Edgewater Gulf Hotel, Edgewater Park, Miss., on April 3-4-5, revealed that a national spokesman from the toll-TV committee will be present, who will not only give the conventioneers the latest on the new menace to our business, but will also be prepared to answer a lot of questions. Also expected is a COMPO representative who will give some revealing figures and statistics on the proper mode and method of selling pictures today. The two special guest speakers are in addition to several national industry and Allied leaders, who will participate in the meetings, including Max Younstein, UA.

The social side will include a Gulf cruise to the surrounding islands and surf bathing if the weather permits, cocktail parties, luncheons, topped with the regular annual banquet. Highlighting the diversion, a real shindig will be on tap on April 4 when they completely take over a famous Gulf Coast night club including floor show, dancing, and food.

Exhibitors in attendance were E. R. Sellers, F. G. Prat, Jr., Locke Bolen, Lefty Cheramie, Sammy Wright, William Butterfield, Nick Lamantia, Ed Ortte, J. V. O'Quinn, B. V. Sheffield, Eldon Briwa, Frank Ruffino, B. J. Keyhan, Bob and Frank deGraauw, Joy N. Houck, J. A. Parker, and Frank Lais.

The Forsyth, Winston-Salem, N. C., closed its doors permanently at the end of the last show on Feb. 19, and Urey K. Rice, city manager, Twin City Theatre Corporation, said no attempt would be made to reopen at another location. The Forsyth closed to make way for remodeling the building it occupied for use as a new F. W. Woolworth Company branch store, and its closing leaves Winston-Salem with only two first run houses, the Winston, also owned by Twin City Theatres, and the Carolina, controlled by the North Carolina Theatres Company, Inc. Localites were sorry to see the house disappear.



A shapely model comes out of the box arrangement behind her for a breath of fresh air. Set up by Jack Clem, Florida State Theatres art shop, and manager Charley Whitaker, Paramount, Miami, Fla., when the girl enters the bottom of the contraption she appears to be in the goldfish bowl by her right shoulder through a tricky arrangement of mirrors. The stunt attracted lines of viewers when displayed in advance of RKO's "Underwater," Paramount.

The Princeton, Princeton, N. C., was damaged by fire at night an hour before the film, "Smoke Screen," was to be shown. No one was in the building at the time the blaze originated, and the fire was not discovered until smoke and heat pressure blew open the front door. Employees had been in the building 45 minutes earlier to get the equipment ready for the show. Francis Rains, owner and operator, estimated the damage at $18,000. He said he had no insurance and was unable to say whether he would be able to reopen the house. The blaze was battled for 90 minutes by firemen before it was brought under control. The stage was burned, the screen destroyed, fans for the heating system damaged beyond repair, the lenses in the projectors cracked, and film valued at $3,000 was partially destroyed.

Winston-Salem

The Forsyth, here, has been closed and will be remodeled into a five and ten cent store.

South Carolina

Aiken

District Judge C. C. Wyche, United States District Court, struck from the answers of exhibitor defendants in eight distributors' percentage fraud suits pending here, allegations that the license agreements for the motion pictures involved in the suits were illegal and void under the anti-trust laws, on the ground that such defenses were insufficient as a matter of law. The order was entered in actions brought by Paramount, U-I, Loew's, United Artists, RKO, Columbia, 20th-Fox, and Warners against Herbert B. Ram, Esther R. Ram, Sam Bogoslawsky, Jacob Bogoslawsky, Max Bogoslawsky, and Ram Amusement Company, as operators of a number of theatres in the Aiken-Augusta area, for damages resulting from claimed underreporting of box office receipts. The court held that, in such suits, defendants' "allegations and defenses relating to the alleged anti-trust illegality of the contracts in suit" were "insufficient as a matter of law and should be stricken." The distributor-plaintiffs were represented by C. T. Graydon, Columbia, S. C.; T. Sam Means, Jr., Spartanburg, S. C.; Kenneth C. Royall, Dwight, Royall, Harris, Koegel, and Caskey, New York; and Sargoy and Stein, New York. The question of whether or not the statute of limitations applied was also brought out.

Spartanburg

Bob Rippy, manager, State, has been transferred to Monroe, N. C., as manager of a theatre there. E. H. Everett has become the new manager, State, replacing Rippy.

NEWS OF THE Territory

BRANCHES

Cincinnati

Rumors are current here that live shows will be moved into the downtown Shubert with termination March 1 of the five-year RKO lease. It also is reported that the next-door Cox, now a legit house, will be taken over by WLW-TV for teleshows, although no lease contract has as yet been signed with the Shubert interests, owner of the house.

In a survey here by Oscar Doob, MGM, it was revealed that about 73 per cent of all girl teenagers and 51 per cent of boys in local high schools will flock to see the re-release of Greta Garbo in "Camille." The film was first shown in 1936, before any of the present teenagers were born, and the survey revealed that only four of those queried had seen any Garbo film. "They're curious because they've heard so much about her," commented a teacher.

E. B. Radcliffe, the Enquirer's movie reviewer, urged those interested in "good movies" to "lay it on the line" at any first-run downtown or suburban house. "There isn't a movie in any one of the eight first-run theatres unworthy of a look," he declared. . . . Many old-timers along Film Row and elsewhere here regretted the death in California of Trixie Friganza, the famed star of 37 silent movies of three or more decades ago and the lead in numerous smash stage shows. Born here as Delia O'Callahan, she took the maiden name of her Spanish mother when she made her stage debut as a shapely chorus girl.

Among those attending the Ohio Independent Theatre Owners convention at Columbus were Milton Gurian, Allied Artists branch manager; Philip Fox, Columbia branch manager; E. M. Booth, MGM branch manager, and the entire MGM sales force; William Bein, district manager, National Screen Service; Herbert J. Gillis, Paramount branch manager, and W. A. Meier, salesman; Lloyd Krause, RKO branch manager; Jack Finberg, UA branch manager, and Mitchell Blachschleger, Columbus salesman; Murray Baker, IFE area rep; Al Kolkmeyer, U-I city salesman, and William Blum, U-I Columbus salesman; Robert McNab, 20th-Fox branch manager, and Sam Weiss, Columbus salesman; James McDonald; Homer B. Snook, president, Midwest Theatre Supply; and James A. Conn, manager, National Theatre Supply.

Larry Leshansky, New York, Warners rep, was in, as were exhibitors George Turlukis, Hamilton, O.; Harry Wheeler, Galipolis, O.; John Gregory, Dayton, O.; Frank Yassenoff, Harry Schwartz, Jack Needham, and Ted Pekras, Columbus, O.; Moe Potasky, Troy, O.; Julius Silberstein, Huntington, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore and Julia Simon, Charleston, W. Va.; Harry McHaffie, Marmet, W. Va.; Charles Scott, Vevay, Ind.; Charles Behlen, Lexington, Ky.; J. B. Johnson, Nicholasville, Ky.; Raymond Young, South Shore, Ky.; Bertha Wolf, Owenton, Ky.; Walter Wyrick, Carlisle, Ky.; Kenneth Williams, Paintsville, Ky.; and Jack Smith, Warsaw, Ky.



Horace Adams, left, Cleveland, president, Independent Theatre Owners of Ohio, is shown with Mike L. Simons, center, director of customer relations for MGM, and Rube Shor, Cincinnati, newly-elected president, National Allied, at the ITOO convention in Columbus, Ohio.

Away on business were James A. Abrose, Warners branch manager, to Springfield, O., and Murray Baker, IFE rep, to Cleveland. . . . Equipment has been installed for lifting the big CinemaScope screen at the downtown Albee so live stage shows can be presented if and when. . . . Betty Turner, Paramount booker, is on a leave of absence, and Donald Berning, contract department, has taken over her duties, with William Robb replacing Berning in the contract department.

The Variety Club of Cincinnati has issued its first number of "The Barker." Editor in chief Jay M. Goldberg says the bulletin is being published to keep members informed of the club's activities and to keep their enthusiasm high. . . . The installation of officers of Variety Club of Cincinnati took place at Netherland Plaza. Herman Hunt and Herb Gillis were co-chairmen and International Chief Barker George Hoover was guest speaker. Mr. and Mrs. Abe Maius arranged for entertainment during the evening, with the event proving to be one of the highlights of the season for the local Variety Club and the local industry.

Cleveland

The Independent Theatre Owners of Ohio convention is over and done with but the effect of the MGM Workshop, conducted by Mike Simons, director of customer relations, lingers on. Most of the Cleveland exhibitors who attended came home full of optimism and enthusiasm. One exhibitor said it was a job well done and accomplished it's purpose of arousing them to dust off some of their promotion ideas and give them a new try.

In Akron, O., Mayor Bery proclaimed Feb. 20-26 as "Go To The Movies Week." Helping get the proclamation over were Millard Ochs, manager, Strand, and Harry Klotz, manager, Loew's. . . . Joe Shagrin, Foster, Youngstown, O., has left the hospital and is convalescing from surgery at his home.

Harold Bruce, a newcomer in the industry, has taken over the Majestic, Lima, O., and had March 10 as his opening date. The house has been closed some time. . . . Martin G. Smith, while attending the ITO convention in Columbus, was informed of the safe arrival of his second grandson named Andrew Martin Smith. . . . M. B. Horwitz, head, Washington Circuit, took first place as the first great-grandfather of the local film colony. The title was bestowed on him by his granddaughter, Mrs. Mercia Miller Kline, with announcement of the birth of a daughter, Susan Beth.

Regardless of the temperature, the drive-in season is officially open. Jack Gardner opened his Riverside Drive-In, Rayland, O., and George Manos opened his new Elm Lane Drive-In, Coshocton, O. . . . Mrs. Fred Barck, mother of Morris Barck, Park Auto Theatre, Alliance, O., and of Sam, former indoor theatre owner, died. She is also survived by two other sons and three daughters.

Jerry Gross, Universal-International booker in Cleveland, and prior to that employed in the U-I home office, has been promoted to the sales force in Detroit. His successor in Cleveland is not yet announced. . . . Oscar Edelman, National Screen Service head shipper the past 15 years and with Theatre Poster Rental Company before that, resigned to go into the automobile parts business. . . . Jack Sogg, MGM branch manager, was unable to attend Workshop



MGM's recent Workshop meeting at the Deshler Hilton Hotel, Columbus, O., was literally "crowded to the rafters" with area exhibitors as seen by this photo. Mike Simons, customer relations director, and Emery Austin, MGM exploitation head, led off the group of panelists.

in Columbus because he was ill with the flu. Dorsey Brown, MGM saleman, came home from Columbus, O., with a bad cold.

Columbus, O., Mayor Sensenbrenner, in welcoming exhibitors to Columbus, paid special tribute to I. J. Schmertz, complimenting him on his 50 years with one company and saying that any industry that can boast of such a record does not have to worry about the future. . . . Jack Ochs had automobile trouble en route home from Columbus. Near Medina, O., his new De Soto got temperamental and held up the journey home several hours. Jack's passengers were Lewis Horwitz and Sandy Leavitt.

Lieutenant Governor John Brown, who presented the safety scrolls to National Screen Service and the Independent Theatre Owners of Ohio, is a refugee from the movie business. He used to run a theatre in Wellston, O. . . . P. E. Essick, Modern Theatres, and Mrs. Essick left for their annual late winter vacation in Florida.

Detroit

A slim long legged thing with an oversized smile named Shirley Reed was picked winner at the Harper in the Federal Store-Free Press-United Artists contest. The contestants chosen are the ones most nearly matching Denise Darcel's figure as shown in "Vera Cruz." . . . Announcement was made this week of the ground breaking for Affiliated Theatres new 1,800 car drive-in. Modern equipment will be featured, said AT's president, Leonard Brooks.

The long line of Hollywood stars and near stars continues to parade through the city rooms. Latest, Randy Farr, bobbed her iron grey pony tail past here. Next week, Win Min Than, Burmese beauty, will be towed by Howard Pearl for United Artists. Pearl has a vestige of tan from his recent Caribbean cruise. . . . Hard on the heels of Governor Williams' declaration of March as movie month comes another from Detroit mayor Albert Cobo.

The Film Exchange Building elevator is back in the capable hands of Betty Robbins following her return from a bronchitis bout. . . . Newcomer from Glasgow is Margaret Baird, U-I contract department. . . . Herbert Rosen has passed his CPA exams. He is the son of Confection Cabinet head B. Roser.

A new granddaughter brightens the life of Dexter projectionist Al Kreutzher. . . . Parade of brides this summer will include U-I office's Lois Joumas. . . . Harry Leins will distribute Italian films as a new self employment project. . . . Barbara Rush, in U-I's "Captain Lightfoot," was in town and passed out autographs. . . . Helen Bower, Free Press film writer, interviewed Grace Kelly via phone, the first such experience for her.

Indianapolis

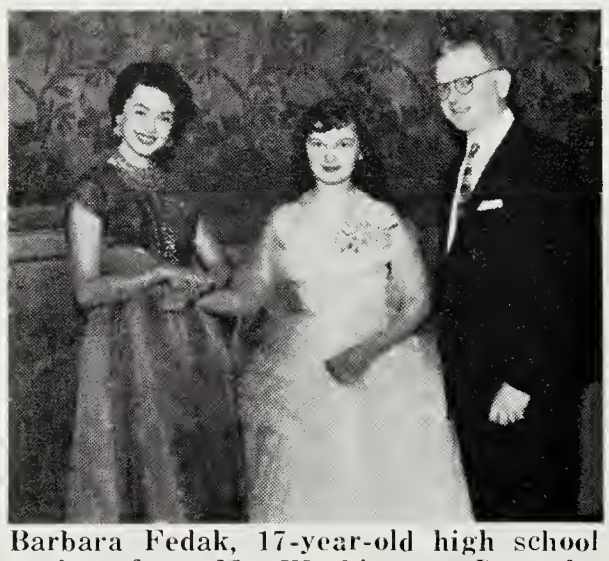
The first drive-in to open in this area is that operated by M. Brazee, Greenwood, Ind. . . . L. J. McGinley, general manager, Fourth Avenue Amusement



These members of the Independent Theatre Owners of Ohio at their recent Columbus, O., convention are seen contributing checks for Allied's anti-toll TV campaign fund. From left to right are Leonard Greenberger, Cleveland; Martin G. Smith, Toledo; Horace Adams, president, Cleveland; Marvin Frankel, Elyria; and C. F. Pfister, Troy.

Company, spoke on the importance of motion pictures to business in general at the Kiwanis meeting. . . . Max Shaefer, manager, Esquire, is the father of a boy. . . . Charles J. Niesse, 86, veteran theatre employe and father of Carl Niesse, died. . . . Claude McKean, Warners manager, was in charge of festivities at the Variety Club's square dance party. . . . Tom Baker, president, Affiliated Theatres, was here on business from his winter home at St. Petersburg, Fla.

The Indiana Senate passed a House approved bill which will make the Indianapolis Fire Department $80 to $100, richer. It will give more funds for the protection of theatres. It must be used to buy or maintain fire equipment. . . . Funeral services for Harry P. Vonderschmidt, 77, Bloomington, Ind., were held at Allen Funeral Home. He operated in Noblesville, Crawfordsville, Bedford, and Bloomington. He is survived by the widow and a daughter. . . . Ted Mendlesohn will do the buying and booking for four drive-ins to be added to his long list. They are the houses in Fort Wayne, National Drive-In Theatres, Cumberland, Ind., and Skyline Drive-In, Shelbyville, Ind.



Barbara Fedak, 17-year-old high school student from Mt. Washington, Pa., who recently won first place in U-I's "Captain Lightfoot's Lady Contest," conducted by the J. P. Harris, Pittsburgh, and station KQV, in conjunction with the showing of U-I's "Captain Lightfoot," is congratulated by Barbara Rush, co-star of the film; and William Zeiler, Harris manager.

Pittsburgh

Associated Drive-In Theatres, operated by the Stern Brothers, plan a new drive-in with a capacity of about 1,500 cars on Route 22 East between here and the Miracle Mile shopping center. Jack Vogel is the architect. . . . Mannie Greenwald, longtime manager, old Barry, now a downtown parking lot, will leave for a business trip to Europe. He will be accompanied by his wife Gertie.

Wedding bells will ring in April for Warren Dana, son of Francis and Pete Dana, former U-I branch manager and now eastern division manager. Meanwhile, Pete hikes to Florida for a quick vacation. . . . Charles R. Blatt, head, Blatt Brothers Circuit, announced that five of the circuit's drive-in screens will be remodeled and widened, with all screens available by May. Drive-Ins located in Lakewood, N. Y., and Buffalo, and others located in Altoona and Erie, Pa., will be the first to be equipped.

Frank Obban, Jr., who operates theatres in Hooversville and Cairnbrook, Pa., will run again on the Republican ticket for district attorney of Somerset County, which he now holds. . . . Bud Thomas, former Lou Hanna Theatre Circuit buyer, is now affiliated with the Milt Mooney Co-op, Cleveland. . . . Sid Newman, Stanley Warner auditor, will move to Nutley, N. J., and is going off the payroll.

The Harris, DuBois, now being operated by A. P. Way, veteran exhibitor, will only be open one change, but this will not affect his Avenue, which will remain open full time. . . . Ruby Navari, Eastwood, recently underwent a sinus operation at the Columbia Hospital, Wilikenburg, Pa.

Film Row was shocked to hear of the death of Mrs. Elizabeth Redfoot, mother of Bert Redfoot, Bedford and Winber, Pa., exhibitor. . . . Jean Marson, secretary, Stanley Warner publicity department, will be visited by the stork this fall. . . . George Ball, 20th-Fox salesman, Erie, Pa., territory, has been transferred to the city, and Dave Wald, Mainline salesman, will now also cover the Erie territory.

One of the first wide-screens erected in the area was Cheswick, Cheswick, Pa. The exhibitor, Joe Malone, recently turned out new wide-screens for the Strand, here, and Victor, McKeesport, Pa. . . . Pittsburgh has been hit by a series of stars appearing before the release of their current films. Robert Wagner, 20th-Fox star; Buster Crabbe, former Paramount star; Kirk Douglas, U-I star; and now Greer Garson, together with producer-director Mervyn LeRoy, will be coming in for latest, Warners' "Strange Lady In Town."

Jack Heller, Variety Club member and night club operator, postcards from Nassau that he's doing 12 songs a night followed by a reprise, at the British Colonial Hotel. . . . Floyd Klingensmith, Columbia salesman, was witness to a head on collision on the Emporium, St.

(Continued on page NT-4)

ALLIED MOTION PICTURE THEATRE

OWNERS OF WESTERN PENNA.

33rd

Annual Convention

SHOWMANSHIP, FORUM AND TRADE EXHIBIT

Roosevelt Hotel

PITTSBURGH, PA.

Monday-Tuesday, March 21-22

☆

REGISTRATION: MONDAY 10:00 A.M.

Wile Takes Issue With Ohio Censor

COLUMBUS, O.—The motion picture industry cannot be held responsible for increases in juvenile delinquency, said Robert Wile, secretary, Independent Theatre Owners of Ohio. Wile pointed out that the reported increase in juvenile delinquency in the state is evidence of the ineffectiveness of film censorship in combatting juvenile misdeeds.

Wile also took exception to statements recently made by R. M. Eyman, state director of education and chief film censor. Wile quoted a report on increases in juvenile delinquency made last year by John T. Ferguson, chief, Division of Juvenile Research, Classification, and Training of the Ohio Department of Welfare. The report stated that Ohio has a greater increase in such cases than the nation as a whole.

"Some of the assertions made by Mr. Eyman in his report on the past 12-year record of the censor division are thus disproved by other state agencies," said Wile. The Eyman report stated that only three features bearing the Motion Picture Production Code were banned by the Ohio board. Wile says that there were eight such code films banned during the 12-year period. In addition to "Born To Kill," "Kiss Tomorrow Goodbye," and "M," named in the Eyman report, there were also "The Outlaw," "The Great Flamarion," "Fall Guy," "Violence," and "Beyond The Forest."

"In addition," said Wile, "eight percent of all the pictures submitted had cuts made. About 30 per cent of these had Code seals and many of them were passed in their entirety in the other five states that had censorship. They were shown without cuts in the 42 other states."

The Ferguson study stated that one out of every 33 children in Ohio from 10 to 17 appeared as a delinquent in a juvenile court during 1952. The report added that one out of 50 children in the nation in that age bracket was referred to a court in the same year.

"There figures are appalling," said Wile, "but we emphatically disclaim any responsibility whatsoever for juvenile delinquency or its rate of increase. Juveniles who are caught in crime and seek an easy excuse will sometimes say, 'I saw it in the movies.' This is manifestly untrue because every motion picture shows that no crime goes unpunished. This is one of the tenets of the motion picture code."

Wile said that foreign films are not nearly the problem in Ohio that Mr. Eyman makes them. Wile said there are only four theatres in the state which play foreign films regularly. They are in Cleveland, Columbus, Dayton, and Cincinnati. These theatres charge $1 for adults and have no children's price.

"All of the other pictures playing in Ohio's 900 theatres are made in Hollywood," said Wile. "The total audience for foreign films comprises less than one one-hundredth of one per cent of the weekly audience in the state. Every foreign picture shown was passed through the U. S. Customs, which prohibit the importation of obscene, lewd, or indecent films." Wile said that in the three months since Ohio censorship lapsed there has been no abuse of the "new-found freedom." He said more than 99 percent of all Ohio theatres show only pictures bearing the Production Code Seal. He said state laws applying to the showing of obscene and indecent films remain on the books and are being enforced and added there may be future violations, just as there have been some in the past.



Dal Schuder, manager, Circle, Indianapolis, recently created this front for Paramount's "The Bridges At Toko-Ri."



Pittsburgh

(Continued from page NT-2)

Mary's highway in a blinding rainstorm, which sent the three occupants of both cars to the St. Mary's hospital. . . . Mrs. Lilliam Zearfoss, who operated the Community, Austin, Pa., for years with her late husband, is now working for Sylania Products in Emporium. . . . John Rigas, Coudersport, Pa., theatre operator, went to Harrisburg to attend a TV cable convention for all TV cable operators in the state. He is affiliated with the TV cable now in Coudersport. . . . Wally Anderson, Kane Drive-In, Kane, Pa., and also operator of a circuit of indoor theatres in upstate Pennsylvania, is in Florida with his wife and daughter, Susan.

Ike Silverman, Blair, Holidaysburg, Pa., exhibitor, celebrated his birthday while brother Jake journeyed to Washington for the opening of his drive-in there. . . . The State, Osceola Mills, Pa., is operating three changes per week with a bank night on Saturday evening after only running two changes for the past three years. . . . Lester Housel, Roxy, Martinsburg, Pa., exhibitor, is now on his 20th year with a bread company in this area. Recently he was awarded a watch for his service.

Bill Nidetch, Claysburg, Pa., exhibitor and motel operator, was in for the Dapper Dan dinner at the William Penn Hotel. . . . Lee Conrad, Park, Meadville, Pa., tied up with leading music stores plugging the theme song "Vera Cruz" from the picture of the same title. . . . Carl Guerrein, former outdoor operator, Erie, Pa., is well back on the road to recovery since his operation. . . . I. D. Wolfe, local deparment store head and Variety Club member, and one of the backers of the Broadway hit, "The Bad Seed," is now at the Montfiore Hospital for surgery.

Ohio

Columbus

Edward R. McGlone, manager, RKO Palace, Cincinnati, has been named manager, RKO Palace, here. He succeeds C. Harry Schreiber, who resigned to take over management of his parents' wholesale candy and tobacco business in Maryland. McGlone has been associated with RKO for 21 years. Previously he was manager, RKO Dyker, New York City. . . . Robert Horton, Jr., assistant manager, RKO Albee, Cincinnati, is the new manager, RKO Grand, here. He succeeds Edward Force, who has been transferred to RKO Brandeis, Omaha. Horton, who started his career as an usher at RKO Orpheum, Cincinnati, later served on the staffs of the Grand, Western, and Albee, Cincinnati.

Alexander Trumbull, veteran doorman, Loew's Ohio, died following a stroke. . . . Carl Rogers, former manager, Loew's Broad, here, and now manager, Loew's, Dayton, O., attended the MGM Ticket Selling Workshop at the Deshler-Hilton here. . . . Virgil Jackson, former local theatre owner, and Mrs. Jackson were pictured on local society pages entertaining Mr. and Mrs. Walt Disney at the Jacksons' guest ranch, Saddle and Surrey, near Tucson, Ariz.

Robert Francis, in Columbia's "The Long Gray Line," was in town for press, radio, and television interviews in advace of the showing of the feature at Loew's Broad. Sam Hart, Columbia exploitation, was here in advance of his appearance. . . . Edward Shulmen, co-owner and booker, Bexley Art, returned from New York after signing contracts for several foreign films, including "Devil in the Flesh," once banned by the Ohio censor board.

New bill for the construction of an underground parking garage at the State House will be drafted to meet objections in the original bill. Downtown theatremen are hopeful of its passage, since such a garage would afford welcome relief for the theatre parking problem. . . . West Fifth Avenue Auto theatre was held up by a masked gunman who took $1,001 from George Showalter, cashier. The same drive-in was robbed of $830 last August by a gunman.

NEWS OF THE Territory

Chicago

Harry Rouda, Frolic manager, whose wife had been ill, took her to Los Angeles for six weeks of convalescence . . . Sid Shapiro resigned his post at Confection Cabinet Company and was succeeded by Pat Gardner, Milwaukee . . . Philip C. Newman was appointed Delavan manager, Delavan, Wis.

Film censorship was discussed at the monthly luncheon meeting of the Chicago Film Council. Participating were Police Lieutenant Ignatius Sheehan of the censor board; William F. Kruse, former United World Films vice-president, who represented the industry; and attorney Abner Mikva, American Civil Liberties Union.

When Otto Peska, 65, veteran projectionist, Frolic, reached home, he suffered a stroke from which he died a few days later. His wife survives. . . . Charlie Laughton, visiting here, went to the Art Institute to see a rare collection of Japanese prints. He revealed to friends that he intends to give up acting in pictures to become a director. He said it's more exciting to be behind the scenes than before the cameras.

U-I midwestern bookers sessioned at the Drake Hotel. Among those attending were F. F. Murray, head of booking operations here; G. J. Malafronte, assistant to Murray; Roy Mason, assistant sales manager; and representatives from Kansas City, Indianapolis, Detroit, and Minneapolis. . . . Dick Ramond, Peoria, Ill., theatre music director, died, leaving his wife, a son, and a daughter.

President S. J. Gregory, Alliance Amusement Company, took a business and pleasure trip to the west coast. . . . Renee Meriaux, publicist, whose usual habitat is now Madrid, Ill., came again for a look at Chicago. . . . Dave Wallerstein, B and K general manager, and his wife chose the West Indies for a vacation.

B and K transferred assistant managers Roger Singer from the Riviera to the Century and Bill Doonan from the Century to United Artists. . . . Bill Passen, Crescent, Jasonville, Ill., announced installation of a wide-screen. . . . Alliance Amusement Company is conducting an annual drive ending April 10. . . . Sam Abrams resiged from the Twin Drive-In and is now assistant manager, Riviera.

Elroy Hirsch, football star, who took up acting, came in on behalf of his "Unchained." . . . Nathan Cummings, food products tycoon who has done considerable film financing, is considering a plan to join with his cousin, producer Jack Cummings, in forming an independent picture company. . . . Arthur Israel, Paramount labor representative, came for meetings with film salesmen.

The anti-trust case of the Codo, Joliet, Ill., was postponed by Federal Judge Samuel Perry until April 4. . . . Dick Pitts, Filmack advertising manager, was confined to his home with a virus attack. . . . The Riverside, Milwaukee, started a stage policy.

Irving Mack is taking time out from Filmack for a vacation with his wife in Florida. . . . Flora Dick, secretary to F. G. Dickley, division manager, Altec Service Corporation, died. Formerly with the Detroit office, she had been with the company since 1943. . . . Jerry Fields, Buena Vista press agent, is wearing a brace after an injury to his back.

The FBI seized an 18-year-old usher at the Bel-Park on a charge of sending extortion letters to four families, threatening to kill their children. Chief agent Donald S. Hostetter said the boy had made a full confession. The families were instructed in the threatening letters, signed "The Count," to leave money, $500 in some instances and $1,000 in others, with the ticket taker and to place claim checks behind a no-smoking sign in the lobby. Mothers who had notified the FBI, followed instructions and left envelopes, stuffed with paper, as directed. When the youth relieved the cashier on night schedule, and took the envelopes, he was apprehended by FBI agents who were post throughout the theatre. He was turned over to the marshal. The accused is a six-footer and weighs 190 pounds. The FBI said he knew the children and that his threats upon them were "strangling, shooting, and hit-run car." His attorney termed the deed as a "boyish prank."

The fight to show "The Miracle" which was banned by the Chicago Police Censor Board on grounds of obscenity, reached the U. S. Supreme Court. The Illinois Supreme Court upheld the police action. Lifting of the ban was asked by the American Civil Liberties Union and Charles Liebman. . . . Allied Theatres of Illinois is continuing its strong membership advance. President Jack Kirsch announced new joiners are the Bryn Mawr, Commercial, Esquire, Milford, Surf, and Windsor; Des Plaines, Des Plaines, Ill.; and Melrose, Melrose Park, Ill.

Producer William Perlberg tarried on his way to Washington to consult the Marine Corps and the Red Cross about "The Magnificent Bastards," he and his partner, George Seaton are planning. While here he sang praises for "The Country Girl." . . . Becomingly bronzed, Abe Platt, B and K northside supervisor, returned from a West Indies cruise.

That members of Allied Theatres of Illinois seriously view the problem of subscription television and intend to give their fullest financial support to the joint committee on toll-TV is indicated in a resolution unanimously adopted by its board. . . . The Illinois Allied board, according to Jack Kirsch, president, also endorsed the American Brotherhood Week campaign and the American Red Cross fund campaign.

Dallas

R. J. O'Donnell, Jimmy Gillespie, 20th-Fox, and Julius Schepps will arrange a gigantic banquet in the Grand Ballroom of the Adolphus Hotel, April 1, in which Variety Club of Dallas, Tent 17, will honor the champion New York Giants and Cleveland Indians and at the same time honor Ed Brannick, secretary of the Giants, on the celebrating of his golden anniversary with that team. The Giants and the Indians will be rushed to Dallas by chartered planes arranged for by Clyde Rembert, member of the Variety Club, from Houston, where they will play an exhibition game in the afternoon. Next day, the clubs play at Burnett Field, Dallas, in a nationally televised game. The idea for the banquet originated with Jimmy Gillespie, southern public relations director for 20th-Fox. Having grown up with Brannick in the Hell's Kitchen area of New York, Jimmy decided to see what R. J. O'Donnell thought of the idea. Since O'Donnell has been a life-long friend of Brannick, he saw immediately that it was a wonderful opportunity to honor two great ball clubs and a veteran in the sports field. Julius Schepps, past chief barker, Variety Club, was called in to lend a hand in making the necessary arrangements for the banquet.

Texans who have been in the film industry 25 years, or more, will be honored March 24, 1955, with a banquet given by the Dallas WOMPI chapter, said President Mrs. Maxine Adams. Those qualifying, who wish to attend, may send requests for reservations to Miss Sue Benningfield, Texas COMPO, 2008 A Jackson Street. Tickets will be $3.50. The banquet will be held in the Terrace Room of the Baker Hotel. Guest speaker will be nationally known film executive Ned Depinet, himself a pioneer in the Texas motion picture field. Program chairman, Miss Verlin Osborne, Paramount, promises a gala occasion with early-in-the-century photographs of Texas film folk, silent film star stills, pressbooks from the '20s, early hand-grinder picture machines, and other relics of younger days of the industry for the pioneers to become nostalgic over. WOMPI members will be dressed in various fashion styles of the decades of motion picture history. Invitations have been sent to Dallas WOMPI charter members Mary Pickford, Joan Crawford, Dorothy Lamour, and Edith Head, themselves all distinguished pioneers of the film industry. Other committee members are Mrs. Blanche Boyle, Frontier Theatres, in charge of seating arrangements, and hostesses Mrs. Orlean Hart, Interstate Theatres, in charge of invitations, and the decorations committee, Miss Susie Coleman, assisted by Mrs. Grace Folsom, both of Interstate. It is urged that reservations be sent early, for a full house is expected.

Harold Schwarz' organization, Tower Pictures Company, has added Memphis exchange area to its distribution franchise of Hallmark's "Karamoja" and "Half Way To Hell" package and will assign manpower to the area immediately.

Janis McClure, booking department, Frontier Theatres, has returned from an early vacation trip to California. . . . Doug Spieckerman has taken over the managerial duties of the Beltonian, Hood, and Hardie Drive-In, Belton, Tex., having been transferred from Burkburnett, Tex., to this post. Also, Williams Steel is now manager, Palace and Tex-OK Drive-In, Burkburnett, Tex. Cecil Scott has taken over as manager, Slaton and Caprock Drive-In, Slaton, Tex., since the resignation of Bern Wilson became effective. These manager changes are on the Frontier Theatres, Inc., Circuit.

Charlie Darden has been chosen to represent the Rex Specialty Bag Corporation, New York, for this area. . . . Extended time has been granted to the running of "This Is Cinerama." "Cinerama Holiday" is scheduled to begin April 1. . . . The Interstate Circuit has decided to go the full length with VistaVision, with the release of "Strategic Air Command" here at the Palace.

Southwestern Theatre Equipment has installed CinemaScope at the Gem, Gibsland, La. . . . Visitors included Millard Jones, Twin Cactus, Odessa; Sonny Martini, Galveston; Ray Jennings, Hondo; L. C. Tidball, Fort Worth; Tad Gould, Fort Worth; Jack Lily, Commerce; Boyd Scott, Pecos, all in Texas, and Ed Kidwell, Roswell, N. M. . . . J. O. Hill, Southwestern Theatre Equipment, spent several days in Lubbock, Tex., on business.

Denver

A late movie stayer, according to deductions made by Faye Boyd, manager, got away with $23 and two mirrors from the Golden, Golden, Colo. The theft was discovered when the janitor came on duty at five a.m. . . . Barney Shooker, Columbia salesman, who travels north, escaped with a few broken ribs when his car, aided by ice and a strong side wind, left the road in South Dokota. About $100 damage was done to the car.

Lynn Fetz, manager, Denver Inspection and Shipping Bureau, and Mrs. Fetz went to Hawaii for a vacation, where they will visit a son. . . . Vassos Brothers, filling station operators, are building a 300-car drive-in at Bridgeport, Neb. . . . A. C. Brown, traveling auditor, Paramount, was in from his New York headquarters and was checking accounts at the local exchange.

William B. Zoellner, MGM sales manager for short subjects and newsreels, was in for conferences with Henry Friedel, branch manager. . . . H. Frank Roberts, Lincoln, Neb., Cooper Foundation Theatres comptroller, was in for conferences with Pat McGee, general manager. . . . Paul Allmeyer and Kenneth Chism, owners, Mines, Idaho Springs, Colo., have installed CinemaScope.

Doris Wille, former office manager, Republic, out of the business for some time, has returned to Film Row as secretary to Frank Jenkins, MGM publicity man. . . . Harvey Brooks has leased the 200-seat drive-in, Mitchell, Neb., from M. V. Nygren.

Bill Prass, free lance publicity man, went to Des Moines and Cedar Rapids, Iowa, to assist in the campaigns for "Violent Men," and on returning took over the campaign on "The Long Gray Line," at the Denver. . . . Seen on Film Row were Mr. and Mrs. U. A. Kane, Las Cruces, N. M.; George Allan, Sr. and Jr., North Platte, Neb.; Lloyd Greve, Eagle, Colo.; Larry Starsmore, Colorado Springs, Colo.; Elden Menagh, Fort Lupton, Colo.; and Mr. and Mrs. Fred Hall, Akron, Colo.

Des Moines

The Marland, Marcus, Iowa, will be reopened by the Greater Marcus, Inc., with Charles Nielsen employed to serve as manager of the house. The theatre was closed recently on the grounds of lack of patronage. . . . Howard Brookings has remodeled the Oakland, Oakland, Iowa. . . . Bob Gray has taken over the operation of the Collins, Collins, Iowa. . . . H. O. Peterson, salesman, RKO, for a number of years, has moved over to United Artists, as a salesman.

Variety Club of Des Moines has issued the first number of a monthly bulletin, being edited by Press Guy Hal Barnes. Two events were featured in the initial issue, the inaugural banquet and ball, at which Frank Rubel was installed as chief barker; and the Golden Gloves tournament, all proceeds of which went to the Easter Seal Treatment Center for use in physical therapy department for crippled children.

Kansas City

The Patee, Lawrence, Kans., had its interior burned out in a fire claimed to have started in the projection booth before the theatre opened for the night show. The theatre is one of the oldest in the midwest. Two adjoining buildings were damaged by smoke and water, but no one was injured.

Los Angeles

Bea Kaner, formerly with Exhibitors Service, has joined the Realart office as head bookkeeper. . . . A bomb-scare hoax caused the evacuation of a number of patrons attending the Temple, Temple City, Calif., when an anonymous jokester telephoned manager Stoddard Gumaer that a lethal explosive was secreted in the theatre. Gumaer promptly contacted the aid of the police and firemen, who made a thorough search of the premises and finding such a bomb non-existent, summoned the customers back in the theatre to see the balance of the program. . . . The new secretary in the booking office of Judy Poynter is Ruth Sitton.

Joe Cogan has resigned as manager, Stanley Warner Wiltern. . . . After a period of 14 years in the same post, Eddie Meck has resigned as advertising-publicity chief, RKO Hillstreet and Pantages, here. He is moving over to the Walt Disney organization to handle public relations for the Disneyland amusement park near Anaheim, Calif. . . . The Berman Theatres are planning to reopen the long shuttered Belmont. House was formerly operated by Fox West Coast.

The building housing the Uclan, Westwood, Calif., has been bought by Morris Lehmand and Paul Raful from the estate of Frances Seymour Fonda, the late wife of actor Henry Fonda. The Uclan, operated on a lease by Dietrich and Feldstein, is not affected by the sale. . . . Booking and buying visitors along the Row included Frank Valuskis, Buena Park; Willard Blunt, Glendora; Bert Kramer, Coronado; and Joe Markowitz, all from this state.

Dr. and Mrs. Nathan Hiatt became the parents of their third child, a girl, born at Cedars of Lebanon Hospital. The mother is the daughter of Harry M. Warner, president, Warners. The Hiatt's other two children are boys.

Milwaukee

Folke R. Petersen, secretary to Mayor Zeidler, is resigning his position with the Mayor's office to go into business for himself as public relations consultant. Petersen was formerly booker for the Fox and Warner circuits. . . . Harry MacDonald, recently assistant manager, Alhambra, resigned to accept managing theatres at Wisconsin Rapids, Wis., and also the drive-in there operated by Gran Enterprises.

Donald Swartz, Independent Film Distributors, Minneapolis, was a visitor at the Realart office. . . . Dan E. Goldman, Makelin Pictures, called on Benny Benjamin regarding their product, handled by Benjamin in the Wisconsin territory. . . . D. P. Konny, Modern Talking Picture Service, Chicago, was in to exploit "The Great Adventure," handled by Screen Guild.

The Empress, only burlesque theatre here, operated by Charles Fox, is being dismantled to make way for a parking lot. Fox has been interested in theatre business for the past 30 years. He is looking around for a new location to continue burlesque here. . . . Del Hafman, manager, Myers, Janesville, Wis., is the father of a baby girl, Kearn Patricia. . . . Don Perlewitz, Parkway, is vacationing in Florida.

Johnnie Mednikow, branch manager, National Screen Service, is doing fairly well after an operation at Mount Sinai Hospital. . . . John Norgang, operator, New Lake, Rib Lake, Wis., is vacationing in Mexico. . . . Annual spring convention of the Allied Independent Theatre Owners of Wisconsin will be held March 28-29-30 at the Schroeder Hotel, here.

Estelle Steinbach, Fox Circuit, is again back managing the Strand; she was formerly manager, Downer, here. . . . Fox's Princess, managed by Robert Brill, is now running first-run pictures. . . . Fox's Palace had the live production, "South Pacific." . . . Ray Trampe, Allied Exchange, is vacationing with his wife for two weeks in Florida.

Harold J. Fitzgerald has been reelected president, Civic Progress Commission. . . . Harry Boesel, manager, Fox's Palace, held America's first ghost convention as a prime build-up for a shriek and

shudder show—four frightening features, with tickets on sale two weeks in advance for a sellout.

Minneapolis

A want ad for "amateur or professional" motion picture operators set off a new row between the independent theatre owners and the local projectionists union. The union has been negotiating with the theatre owners since its contract expired last Dec. 1. It has threatened twice to strike. Ted Mann, owner, World, and head of the employer negotiating group, said the independent owners had "rejected an ultimatum" from the union. The group's advertisement in the Minneapolis newspapers was intended to get non-union projectionists if necessary to keep the theatres open, should the union strike. A statement in the advertisement, "Not much experience necessary," raised the ire of the projectionists. About 140 men applied for the jobs following the ad's appearance in the newspapers. Meanwhile, negotiations are continuing between the theatre operators and the union.

Recent out-of-town exhibitors on the Row were Mel Ehlers, Arlington, Minn.; Joe Mlinar, Spring Valley, Minn.; Lauren Leng, Grand Marais, Minn.; Leo Molitor, Superior, Wis.; and Pete de Fea, Milbank, S. D. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Kenny Gaines, shipper, Warners, is sporting a new Oldsmobile. Another Warners employe, Margaret Gustafson, inspectress, is now driving around in a new Mercury.

Karl Hart, U-I auditor, was in. . . . Inez Anderson Bronstad has rejoined RKO as contract clerk. . . . Irving Shiffrin, Allied Artists exploiteer, was in for "The Big Combo," which had its world premiere at the Gopher. . . . Richard Olson replaced Robert Kaye as assistant, RKO Orpheum, St. Paul. . . . Champaign, Ill., and New Orleans have been added to the territory of Harry Weiss, RKO Theatres district manager, whose territory extends west to Denver.

Dahlstrom and Weinberger have redecorated the Shawno, Shawno, Wis., and the Gail, Mauston, Wis., for W. A. Ainsworth, owner of both houses. New sound equipment also has been installed in the latter house. . . . A new stage curtain and CinemaScope equipment have been installed in the Lakefield, Lakefield, Minn.

Oklahoma City

Paul Covey, Laverne, Laverne, Okla., has just purchased three new cameras which are the last word in photography. He has made a contract with the schools in the district to make pictures for spring annuals. . . . George Turner, Vici, Vici, Okla., has signed a contract with the County School Board to furnish the buses for transporting the school children.

Two Texans filed suit in Federal Court against Jack Hull and James Hull, Hull Booking Service, asking dissolution of a partnership and an injunction to prevent the Hulls from touching partnership funds. Plaintiffs in the suit, J. B. Seale and Dovie Seale, state in their petition that the four persons entered into a partnership Aug. 6, 1954 to operate the Ada, Ada, Okla. The Hulls were to operate the theatre but were not to take any pay out of the profits until they had paid the plaintiffs $3,750. The Seals allege that the Hulls ran the company into $8,000 debt and that Jack Hull took $7,500 from partnership funds and deposited the money to his personal bank account. They assert that Jack Hull afterward withdrew $2,400 from the account and bought a car, putting the car title in his own name.

A motion of George Pomeroy, former owner, Frontier, here, for $4,000 judgment against the Cimarron Insurance Company, Inc., was over-ruled by U. S. District Judge W. R. Wallace. Pomeroy sought to recover the $4,000 allegedly due under a fire policy issued by the defendant. His Frontier was destroyed by fire last May. The insurance company held that Pomeroy's policy insured only new draperies and new seats. Judge Wallace ruled that the insurance company is entitled the opportunity to prove that Pomeroy was to purchase new draperies and seats as a condition of the policy.

D. V. Terry, Woodward, Woodward, Okla., is enlarging his Terrytime Drive-In, Woodward, Okla. . . The Mooreland, Mooreland, Okla., has installed a wide-screen. . . . Clystia Harrel, Rex, Leedey, Okla., owns a big ranch and he has just made a deal to ship a large number of cattle each month to the Chicago market. . . . Beaty Chronister, Washita, Hammon, Okla., has taken over the management of the Purina Feed Mills, Hammon.

Mrs. Rhoda Cates, Tower, Seiling, Okla., just returned from a visit with her daughter in Washington. . . . Herb Boehn, former owner, Book and Watonga Drive-In, Watonga, Okla., just returned from Seattle and is looking for a new theatre location in Oklahoma. . . . Volney Hamm, Mount Scott Drive-In, Lawton, Okla., has sold his interest in the Okla., Frederick, Okla., and the Rex, Elk City, Okla., to Video Independent Theatres.

Omaha

Meyer L. Stern, Lippert Pictures of the Midwest, has been appointed sales representative for the Des Moines-Omaha territory by Louis de Rochemont Associates for "Martin Luther."

Dr. Abe Greenberg was presented the Big Brother Award at the Brotherhood Week luncheon at the Fontenelle Hotel, given by the movie division, National Conference of Christians and Jews, to climax activities. The presentation was made by I. M. Weiner, U-I branch manager. Vincent Flynn, MGM branch manager, was chairman of the 1955 program. Neil Danberg, regional conference director and luncheon speaker, told the group, "prejudice is our number one social menace."

The last two weeks in the United Artists national sales drive were called "McLucas Weeks," and Don McLucas, Omaha exchange chief, said the first of the two weeks produced the greatest number of shipments and dollar volume "of any week since UA has had an office in Omaha and Des Moines, over 35 years." He gave credit to his staff and to Jim Velde, western sales manager, New York, and Mike Lee, district manager, St. Louis, both of whom were former managers for Eagle Lion and Film Classics, Des Moines.

Robert Nielson, shipper, 20th-Fox, and Shirley Johnson were married at Kountze Lutheran Church with the groom's brother, a U-I booker, best man. . . . Flo Hamer, MGM booker, returned to work after an illness of two weeks. . . . Harold Schoonover has opened with CinemaScope at his Aurora. Others installing are Jay Higgins, Arnold and Ansley, and Cyril Schulte, Anton, Ia.

Portland

Mr. and Mrs. Ed Bernard have moved to Hollywood, where Bernard is joining the auditing department of Hallmark Productions, Inc. Bernard entered show business as a theatre usher 20 years ago with Kroger Babb, now president, Hallmark, his manager and boss at the Murphy, Wilmington, O.

St. Louis

St. Louis Loge 19, Colosseum of Motion Picture Salesmen, met in the Xavier Room, Melbourne Hotel. . . . Ray Colvin, executive director, TEDA, had a busy week with talks to the Chamber of Commerce, Poplar Bluff, Mo.; Rotary Club, Carbondale, Ill.; and a joint meeting of the Rotary and Kiwanis clubs, Anna, Ill.

Clarence D. Hill, manager, Columbia, and Gordon Halloran, 20th-Fox manager, both visited various southern Illinois towns. . . . Pearl F. Whitcraft, who started in the soft drink bottling business here some 40 years ago, has relinquished the post of president, Pepsi-Cola Bottlers of St. Louis, Inc., to become board chairman. The business will be operated by an executive committee to include his three sons, S. Maurice, new president; Byron M., first vice-president and general manager; and Wendell E., vice-president and secretary, and a son-in-law, John A. Schiffman, vice-president and treasurer.

Jim Castle, district publicity and advertising chieftain, Paramount, is tickled pink that his company came up with 22 Academy Awards nominations in the recent ceremony that was seen here via TV. None of the pictures included for Paramount, such as "The Country Girl," "Sabrina," "Rear Window," and "Knock on Wood," have been seen in St. Louis because the company has been unable to get a deal with local exhibitors. The Fanchon and Marco-St. Louis Amusement Company houses usually play the Paramount product, but to date they haven't been able to agree on terms.

The Southway, 600-seater, will be reopened under the management of Lloyd

G. Weston, who has leased the house from the Lau family, also the owners, Lemay, Lemay, Mo. The Southway has been dark for many months. It was formerly operated under a lease by the Fred Wehrenberg Circuit, also a former lessee of the Lemay. Members of the Lau family reopened the Lemay last year.

In Kenneth, Mo., Hurdy E. Boyd, who has been operating the 450-car Tommie's Drive-In since 1949, has announced plans for a new and larger drive-in to serve residents. It is to be located on a 16-acre tract of land owned by the Kennett Coca-Cola Company, which also is headed by Boyd. . . . In Louisville, Ill., the Louise, 375-seater, was closed recently for an indefinite period. It had been operated by Miss Norma J. Woods, W. R. Woods, and Naomi Goldsmith. . . . In Shelbyville, Mo., the Shelby, 350-seater, was scheduled to close.

In Moweaqua, Ill., the Lyric has been closed. It previously had been operated on a part time basis for a time. It was under the management of Verne Coffman. . . . In Columbia, Mo., Herbert Jean and Mrs. Jean, owners, Parkade Drive-In, have announced plans for the widening of the drive-in's screen and the purchase of lenses, etc., to permit the theatre to show CinemaScope. . . . In Pinckneyville, Ill., a new Walker screen purchased from the local branch of National Theatre Supply, has been installed in the Capitol, owned by Charley Beninati, Carlyle, Ill., and his brother, T. D. Beninati, who manages the Capitol. Beninati has also installed a Walker screen in his Elmo, St. Elmo, Ill.

George Phillips, co-owner, Realart of St. Louis, was out in the territory. . . . Leon Jarodsky, Paris, Ill., theatre and drive-in owner, checked into the St. John's Hospital for a checkup. . . . Other out-of-town exhibitors seen along Film Row included A. J. (Bill) Williams, Union, Mo.; William Collins, DeSoto, Mo.; Forrest Pirtle, Jerseyville, Ill.; Herman Tanner, Vandalia, Ill.; Frank Glenn, Tamaroa, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Harry Blout, Potosi, Mo.; Warren V. Snider, Dixon, Mo.; Russell Armentrout, Louisiana, Mo.; Joe Goldfarb, Alton, Ill.; Eddie Clark, Metropolis, Ill.; Rani Pedrucci, feature booker, and Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; J. M. Ennis, State Theatre, Quincy, Ill.; and Tom Bloomer, Belleville, Ill.

Dode Pruitt, Steelville, Mo., is visiting Florida, expecting to spend a couple of weeks there. . . . Mr. and Mrs. Lester R. Kropp, while in Fort Lauderdale, Fla., recently, met Mr. and Mrs. Pete Medley, Sikeston, Mo., who were enroute to Cuba as part of their pre-silver wedding anniversary celebration. . . . Ben Montee, El Frank Theatres, Jacksonville, Ill., was in Kansas City on business. . . . Don Fike, Fulton Drive-In, Fulton, Mo., was in Washington, as were Paul Krueger, Fred Wehrenberg Theatres, and Tommy James, both local, and Tom Bloomer, Belleville, Ill., for a meeting of TOA directors.

New members of the Missouri-Illinois Theatres Owners, an affiliate of TOA, include Leo Keiler, Columbia Amusement Company, Paducah, Ky., and Dick Fitzmaurice, Rivoli. . . .Carson W. Rodgers, president, Rodgers Theatres, Cairo, Ill., is convalescing at his home there after undergoing a recent hernia operation. Doing fine, our reports have it. . . . Richard Green, New York, is a student learning the business at the local branch of National Screen Service. Benny Lass had him out in the territory calling on exhibitors at Springfield, Ill.

Salt Lake City

Movie star Barbara Rush was in as part of a tour on behalf of her new picture, U-I's "Captain Lightfoot." She was met by a welcoming delegation from Moab, Utah, where she practically became a citizen while filming "Taza, Son of Cochise."

May Warner, Allied Artists shipper, is boasting a new grand daughter, born to her daughter Marrdella Baxter. Marrdella will be remembered on Film Row, formerly with Allied Artists and United Artists. . . . Exhibitors seen were Glen and Elden Yergensen, Parks and Cedar, Cedar City, Utah; Ray F. Wilmert, Motor Vu and Crest Drive-Ins, Butte, Mont.; and J. A. English, Washoe Amusement Company, Anaconda, Mont. . . . Sympathies to Catherine Scates, 20th-Fox, on the death of her father in Venice, Cal.

San Antonio

Eph Charninsky, head, Southern Theatres Company, returned from Galveston, Tex., where he attended the annual convention of Ezell and Associates. . . . Donna Gray is currently stationed here at Lackland Air Force Base, where she is taking her basic training as a member of the WAF. She was formerly secretary, United Artists office, Omaha. . . . Mr. and Mrs. Sylvan K. Barry are visiting Mexico City and Acapulco and will also visit the Mexican film studios. He is manager, Fiesta Drive-In.

Adelina Moranties has joined the staff of the Azteca exchange. . . . Bill Slaughter, district manager, Rowley United Theatres, Dallas, and Lewis Lile, assistant manager, Rowley United Theatres, Laredo, Tex., were in on a business visit. . . . Eugene Muller, Varsity Drive-In, has announced a weekly bargain night at the drive-in. A full carload of patrons are being admitted for $1.20 per car. . . . Eddie Bracken appeared on the stage of the Texas in the play, "Seven Year Itch." It will also be staged in other key Texas cities under the sponsorship of the Interstate Theatre Circuit.

Among the out-of-town exhibitors in to book were H. Garza, H and R Drive-In and Mexico, Rio Grande City, Tex.; Carmen Lopez, Encanto, Galveston, Tex., and Mexicano, Houston; Frank Trevino, Ideal, Pearsall, Tex.; Joe Carabaza, Carabaza film exchange, Laredo, Tex.; Mr. and Mrs. Arthur Caywood, Palace, Brady, Tex.; Jacinto Fraga, Azteca, Natalia, Tex.; and Juan Monsivais, Kenedy, Tex. . . . Tommy Powers, manager, Texas, and James H. Sollock, former theatre manager, have taken over operation of the Cathay House, exclusive downtown membership club. . . . Daniel Quinones, projectionist, Majestic, is owner of a new model car.

Wayne Long, manager, Corral Drive-In, has announced the completion of the installation of CinemaScope equipment. . . . Howard Garland, formerly production director, Alpine Film Enterprises, has been named program director for television station KCMC-TV, Texarkana, Tex. . . . CinemaScope equipment has been installed at the Pecos, Fort Sockton, Tex., according to G. C. Moses, manager. . . . John N. Hopkins, manager, Garza, Post, Tex., has been elected to the board of directors of the Post Chamber of Commerce. . . . Services for Grace Robertson were held at Littlefield, Tex., following her death in a car accident. She was employed with the La Hart, Anton, Tex.

CinemaScope has been installed in the Runge, Runge, Tex., according to D. W. Trisko, owner and operator. . . . A five city premiere of "Five Guns West" in Texas has been planned by the American Releasing Corporation. Premiere showings will be held at Austin, Corpus Christi, Houston, Fort Worth, and Dallas. John Lund, Dorothy Malone, and Touch Connors, stars of the film, are expected to appear at the premiere showings. . . . C. E. McSwain, manager, Fair, Plainview, Tex., has announced the installation of CinemaScope. . . . Don Galvan, owner and operator, Pena, New Braunfels, Tex., has returned following a trip to Mexico. . . . CinemaScope has been recently installed at the Ritz, McKinney, Tex., according to Roy Brock, manager of the house.

San Francisco

Anne Belfer, formerly affiliated with Carl Byoir and Associates, New York public relations organization, North Coast Theatres Corporation, and Graham Kislingbury Public Relations, local public relations firm, has joined the Frank DiMarco public relations organization, here.

Seattle

Northwest Releasing reports that it has just acquired the western Canada rights for "Karamoja" and "Half Way to Hell." . . . Joe Lilquist, Poulsbo, Wash., exhibitor, has just returned from Honolulu. . . . Mrs. Rex Hevel was in from Tekoa, Idaho, checking on equipment for the installation of CinemaScope in her Empire, which she is planning on reopening. . . . Ernie Thompson, Port Townsend, Wash., was on the Row, as were E. C. Rettkowski, Alki, Wilbur; Albert Fernandez, Clallam Bay; Ed Metzger, Varsity Drive-In, all in Wash., and Mr. and Mrs. Robert Hagman of the Ione Theatre, Metaline Falls, who opened with CinemaScope.

Marlene Holman, assistant cashier, Northwest Releasing, announced her engagement to Peter Hansel.

NEWS OF THE Territory

Boston Crosstown

At their annual meeting in the Hotel Bradford's Oak Room, the Independent Exhibitors, Inc., of New England, a unit of National Allied, threw themselves into the national anti-toll-TV fight. Any thought of a "wait and see what happens" policy was decried. Instead, immediate action in financial support of the national effort was strongly urged. Emerging from the closed meeting newly elected President Edward Lider, Yamins Enterprises, said that the immediate need was for money to pay for first class legal and public relations counsel and for carrying out its recommendations. Such money, he said, could be regarded as an investment in future security and prosperity for exhibitors. Later must come, he and other leaders of the organization agreed in informal discussion at a luncheon in the Glass Room, the determination to seize every opportunity to improve the quality of film presentation in theatres and to add all possible inducements for patronage. Among such inducements mentioned was provision of more parking space for patrons. There was talk, too, of ways to prevent abuse of the parking privilege by non-patrons. Albert B. Lourie, operator, Adams, Dorchester, Mass., and new secretary of the association, disclosed that space for 250 cars is in process of preparation back of his theatre, with a provision that no charge be made. In order to avoid use of the space by non-patrons going shopping in nearby stores, it is planned tentatively to require those who park their cars and then walk out through a street exit rather than going to the theatre entrance, to purchase a ticket for the show at the gate, whether or not they intend to use it later that evening. It was decided at the meeting to make every effort to get out as many exhibitors in the region as possible for the mass meeting called for 10:30 a.m. today (March 16) in the Hotel Bradford's Empire Room to consider the whole problem of toll-TV's threat. In addition to Lider and Lourie, other officers unanimously elected were Melvin B. Safner, first vice-president; Lloyd Clark, second vice-president; Julian Rifkin, secretary; Nathan Yamins, national delegate; Norman C. Glassman, chairman of the board; and for the executive committee, W. Leslie Bendsley, Roy Burroughs, Edwin Fideli, Henry Gaudet, Leonard Goldberg, Arthur Howard, Winthrop Knox, Frank T. LePage, Walter E. Mitchell, Daniel J. Murphy, Samuel Resnik, Theodore Rosenblatt, Andrew Tegu, and Robert Viano.

Alfred Starr, TOA officer, accepted the invitation of the New England joint committee on toll-TV to be a principal speaker at the March 16 mass meeting of exhibitors in the Empire Room of the Hotel Bradford. The program provided also for a general explanation of the intricacies of toll-TV systems and their probable impact on the industry, if adopted. Letters signed by the co-chairmen of the committee, Edward W. Lider, president, Independent Exhibitors, Inc., of New England, and Frank C. Lydon, executive secretary, Allied Theatres of New England, were sent out to theatre owners, managers, circuit executives, and film buyers throughout the New England area, in order to assure large attendance. A phone campaign was also carried on, with the results, said Lydon, that "enthusiasm was very evident."

Ann Miller, MGM dancer, headed an array of radio, television, opera, and night spot stars who participated in the Red Cross drive kickoff program in Symphony Hall. A special filmed message from President Eisenhower to the workers in the local drive was screened. . . . A four-day visit to Boston by Win Min Than, first stop on her first American tour, brought plenty of publicity for the Burmese star's first picture, the Technicolor "Purple Plain," filmed in Ceylon for UA. Joe Mansfield, UA publicist, arranged a press and radio luncheon at which women writers and radio interviewers were delighted with Win Min Than's candid comments on her own first view of herself on the screen, as well as with her Burmese hair-do, sarong, and sandals. The male section of the press and radio delegation were equally intrigued by her softly musical voice and her dainty charm. Photographs of the Burmese girl in a mink coat, putting on plastic covers over her sandalled bare feet, went out on the wire photo lines. Mansfield arranged various special visits including a meeting with 10 Burmese students attending greater Boston colleges. One of them had known the visitor in high school, before she went to England to study ballet. The whole party of 13 squeezed into a limousine to ride back to her suite at the Ritz-Carlton for Burmese music and dancing and American crackers. The following night the students invited Win Tin Than to a Burmese dinner and then to a concert by the Boston Symphony.

The winter's second major snowstorm greeted early-bird drive-ins in the greater Boston area with four days of snow, slippery slush, freezing rain and dank fog, followed by bitter cold. A few hardy patrons brushed the snow off the speakers, kept their motors running for heat and to operate the windshield wipers, and peered through the murky atmosphere as their cars slowly iced over.

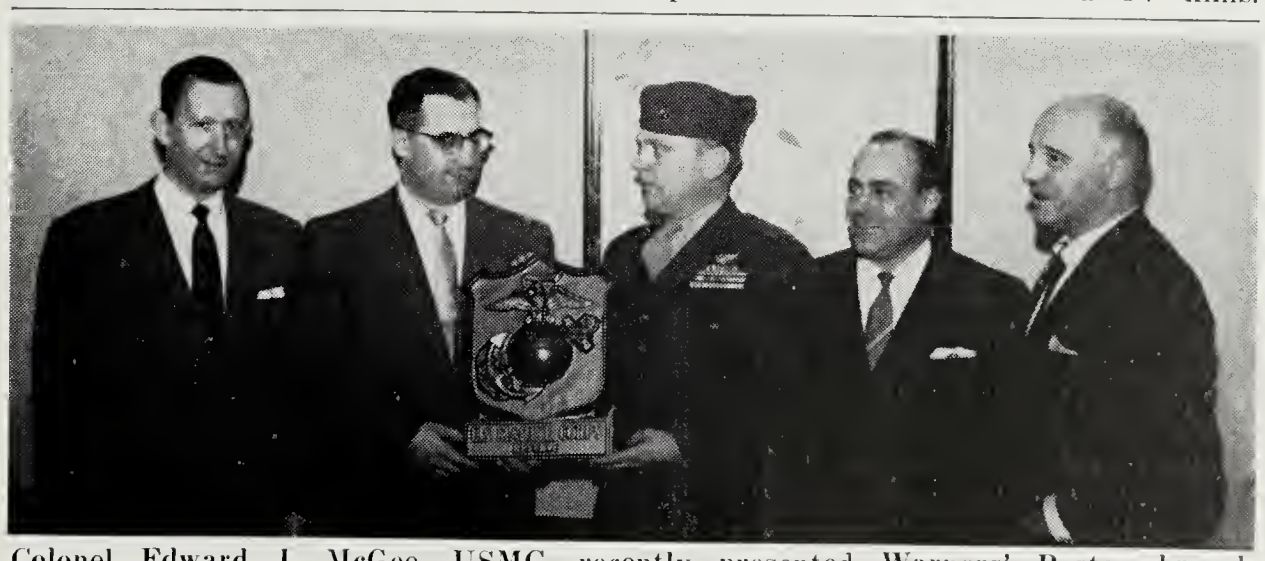
John J. Berry, who started out as an usher in the Saint George, Framingham, Mass., and rose to the job of manager, has been appointed assistant manager, Smith Management's Cinema, in the Shoppers' World shopping center near that town. . . . Sam Berg, head booker, 20th-Fox, is back from a two weeks vacation in Miami, Fla. . . . Hy Fine, district manager, New England Theatres, expects to be back on the job in a few days, after a period of convalescing from an operation for the removal of his gall bladder at Beth Israel Hospital.

Eliminations announced by the Bureau of Sunday Censorship included "Rome 11 O'Clock," parts 1 to 11 (Deletions: Eliminate Italian dialogue and accompanying English captions, "She narrowly escaped a miscarriage" to and including "You're pregnant?" in part 7; Italian dialogue and accompanying English captions, "I'll take care of the child" to and including "No, don't worry, you're strong," in part 8; Italian dialogue and accompanying English caption, "Must I always be a pickup," in part 9; Italian dialogue and accompanying English captions, "He'll marry you or I'll kill him" to and including "who'll prove it was me," in part 9).

Film District

Ellis Gordon, formerly a film salesman in New England, and more recently engaged in TV work, has returned to the film district as a member of the Lockwood and Gordon Circuit staff. . . . Nora Kelly, secretary to 20th-Fox division manager James M. Connolly, is back after a skiing holiday in the White Mountains. Alice Hart, booking department, same exchange, has returned from skiing at North Conway, N. H.

Bessie Cohen, 20th-Fox Booking department, is on her honeymoon in Miami, Fla., after her marriage to Sam Zathmary. . . . Avner Rakov has resigned from his post as program manager, Westinghouse radio stations WBZ and WBZA, Boston and Springfield, Mass., to become associated with the Master Motion Picture Company of Boston, producers of industrial and TV films.



Colonel Edward J. McGee, USMC, recently presented Warners' Boston branch manager, William M. Kumins, with a plaque "in appreciation of Warners' 'Battle Cry'" which broke all existing opening day records at the Met, Boston. From left to right are Herbert Gaines, Boston sales manager; Kumins; Colonel McGee; Ralph J. Iannuzzi, Warners district manager; and Maxwell Nayor, manager, Met.

. . . Joseph Levine, president, Embassy Pictures, who recently returned from a selling tour in Texas for "Gangbusters," which he is distributing nationally, has taken on New England distribution of the reissued Phoenix Film production, "Davy Crockett, Indian Scout." Levine is also to handle a group of eight Selznick reissues.

Eva Worshofsky, 20th-Fox's booking department, is back after a two week virus attack. . . . Don Falco, salesman with Capitol Theatre Supply Company, is seriously ill in Leonard Morse Hospital, Natick, Mass. . . . Kenneth Forkey, operator, Park, Worcester, Mass., and the Saunders Bay Boat Company, Lake Winnepesaukee, N. H., paid his first visit to Boston's Film Row after release from Laconia Hospital, where his stay for two operations was lengthened by a virus attack. . . . Eileen Burns, 20th-Fox accounting department, spent a weekend skiing in North Conway, N. H. . . . Lena Tolchinsky, forelady, Republic inspection department, has been in the hospital for an operation.

New Haven

Crosstown

Local theatres made the front pages of the local press twice within a week when a thief held up a cashier and escaped with $67. . . . The other incident was when Zavin DerHovaesian, assistant manager, Grand, was injured when a youth attacked him. The car of a fellow who went to the aid of the assistant was damaged in vandalism by the same assailant, according to reports. Police caught the vandal, but the thief was reported to have gotten away. Regarding the vandalism in the theatre, downtown houses have police on duty to help, and some neighborhood houses have an officer on the weekends to control unruly youngsters and the like.

Members of 17 Rotary Clubs in the area attended the showing of "The Great Adventure," the 30 minute feature produced in connection with the 50th anniversary celebration of the Rotary International, at the Whalley. The picture also played a booking at the Whitney. . . . Herman Hegewald, former Bijou theatreman, is telling folks about his trip to the Hawaiian Islands. . . . Mrs. William Callahan was in charge of arrangements when the State Street School PTA had its benefit show at the Whitney, Hamden, Conn. . . . Among the West Pointers in the area who were first nighters as guests of manager Morris Rosenthal, Loew's Poli, to see "The Long Gray Line," were Colonel Clark Lynn, Jr., Major Arthur E. McCabe, Captain C. M. White, Jr., Captain B. J. Wichlep, Captain S. J. Paganao, Captain R. E. Gillespie and Captain R. J. Black, all of whom are associated with Yale University. Retired officers also attended.

"Flippy the Clown," the Tip Top Bread TV star, headlined the kiddies shows at the Howard and Lawrence with personal appearances. . . . Dixwell had an ORT benefit show. . . . Harry Lavietes, Pequot, is reported installing CinemaScope.



The 18th U. S. Army Band from Fort Devens recently played in front of Loew's State, Boston, during opening night festivities attendant to Columbia's "The Long Gray Line"

Meadow Street

It's drive-in reopening time. Added to the Pike and Waterford were the Starlite Drive-In, Stamford, Conn., and the Groton Drive-In. The Manchester Drive-In publicized that it would be open every day from Wednesday on. . . . The weather held up construction at the Old Mill Drive-In, so that installation of the equipment there was delayed. . . . Perri's Drive-In, Branford, Conn., is in the digging and grading stages. . . . Other constructed drive-ins are due to reopen from the middle of the month on.

Phil Berliner was on Meadow Street preparing for the unshuttering of the E. M. Loew drive-ins. . . . Herman Hirschhorn, 20th-Fox branch manager, chairman of the motion picture committee for Connecticut, Cerebral Palsy Drive, had a meeting of the branch managers to discuss plans for the state campaign. . . . John Pavone, Allied Artists branch manager, had a screening of "Seven Angry Men" and "Shotgun," and he was quite enthused in the possibilities of these two films. . . . Arthur Greenblatt, Allied Artists district manager, was in from New York.

20th-Fox planned a special screening of "A Man Called Peter" for clergymen and others at the Poli on March 23 at 9:30 a. m. . . . A. Boscadine, Canaan, Conn., exhibitor, was recently hospitalized. . . . Crown, Hartford, Conn., reopened under new management. . . . George Somma, Republic branch manager, screened "The Eternal Sea" and "Timberjack" for the trade recently. World premiere of "The Eternal Sea" will be held at Providence on April 20 and George reports that a saturation campaign in newspapers, radio, and TV will follow under Terry Turner's supervision.

Irving Mendlesohn's local United Artists branch went into the final period of the Bob Benjamin Drive in first place and was working hard to end up in the top brackets of the third division. . . . "Battle Cry" was getting good cooperation from the armed services in exploitation in the area.

Warner's district manager Ralph Ianuzzi was in town. . . . Capitol, Ansonia, Conn., announced that the spring schedule was to be two shows a night at 5 and 8 p.m. and Saturdays, Sundays, and holidays, continuous from 2 to 11 p.m. . . . Free roses were given to the first 200 ladies attending "Romeo and Juliet" at the Ville, Waterville, Conn., courtesy of O'Rourke and Birch, Waterbury florists. . . . Capitol, Waterbury, Conn., started a new dinnerware deal. . . . State, Waterbury, Conn., scheduled special morning shows for "Hansel and Gretel."

Crown, Hartford, Conn., reopened under new management. Free corsages were given to the ladies, while the men received free cigars. . . . "Asylum of Horrors" midnight stage show was scheduled for Strand, New Britain, Conn. Commodore Hull, Derby, also booked in this attraction. . . . Luncheon set for four deal was to begin at the State, Torrington, Conn.

Circuits

Loew Poli

Congratulations were in order for division manager Harry F. Shaw and Mrs. Shaw on their 31st wedding anniversary. . . . Publicity director Lou Brown returned from Detroit where he lectured at the MGM Workshop, and then he left soon afterwards for Dallas, where he spoke at the MGM Ticket Selling Workshop at the Adolphus Hotel.

Variety Club

New Haven, Tent 31

An important meeting was held to discuss club plans and other matters.

Connecticut

Canan

Tony Boscardine, owner, Colonial, was a patient at Sharon Hospital.

Hartford

George E. Landers, Hartford division manager, E. M. Loew's Theatres, invited area West Point alumni to attend opening night's performance of "The Long Gray Line" at the E. M. Loew's. Working through the Army Reserve Station here, Landers arranged a lobby weapons display, manned by an honor guard. . . . Deputy State Attorney General Joseph A. Adorno, a son of Sal Adorno, Sr., M and D Theatres, Middletown, Conn., has been elected president, Middletown Bar Association. Adorno formerly served eight years as state treasurer.

A "Jupiter's Darling" promotion photo, taken by enterprising Lou Cohen, Loew's Poli manager, landed on page one of The Sunday Herald the other weekend. Herald photographer John Vignoli invited Cohen to snap a shot of Vignoli chatting with MGM studio photographer Clarence Bull, visiting here on "Jupiter" promotion, and the result was a two-column splash in the local newspaper. . . . Herman Schloss, Columbia exploitation department, was in town for "The Long Gray Line." . . . Attorney Bernard E. Francis, counsel for the East Hartford and Meadows Drive-Ins, has moved his offices to the new Hartford Savings and Loan building. He is a vice-president, Elmwood Business Associates.

Censorship Bill Dies In Council Ruling

NEW HAVEN—A proposed motion picture censorship ordinance was killed by the Board of Aldermen by a roll call vote of 19 to nine. Introduced by Martin J. Griffin, president, St. Francis Holy Name Society, the ordinance would have banned the showing here of those films which fail to carry the stamp of approval of the Motion Picture Association.

The petition was reported unfavorably out of the committee on ordinances through its chairman Harry J. Cohen, Democrat. Corporation Counsel George W. Crawford had previously ruled the measure as unconstitutional.

Speaking in favor of the proposed ordinance and thus voting against the committee report were Democratic Aldermen James Slavin, Francin Gersz, and Thomas Dillon. Democratic Alderman Paul Falsey supported the ordinace, but voted against it since Crawford had ruled it unconstitutional. Falsey is a lawyer.

Tom Grace, Eastwood, East Hartford, Conn., had a novel East Hartford Shopping Days tieup with Anderson Jewelers, with latter store advertising, "During East Hartford Days, we will give away two theatre tickets, good any time for the Eastwood, with the purchase of a Speidel Watch Band." Store took two-column ads.

Sperie Perakos, Perakos Theatre Associates, had William Leslie, supporting player in "The Long Gray Line," in Perakos towns on advance promotion. . . . The Farmington Zoning Board of Appeals has granted permission to the Bristol Drive-In to maintain a sign advertising the location of the theatre at the corner of Colt Highway and Fienemann Road for the period of one year, when it must be removed. The sign is a four by six feet double-faced board. The applicants appealed for decision, requesting permission to maintain the sign for three years. The board felt that a year's advertising would in all fairness give the public adequate information on theatre location.

Ted Harris, manager, State, was a New York business visitor. . . . Bob Schwartz, Ville, Waterbury, Conn., advertising holdover of "Bread, Love and Dreams," noted, "The phone hasn't stopped ringing, so it's held over!"

New England Governors Get Passes; and Other Events



S. H. Fabian, president, Stanley Warner Theatres, recently presented a circuit medallion to Connecticut's Governor A. A. Ribicoff at the State Capitol, Hartford, while Harry Kalmine, vice-president and general manager; Harry Feinstein, New England zone manager; James M. Totman, Feinstein's assistant; and Sam Rosen, executive vice-president, SW, beamed approval.



If Governor Edmund S. Muskie, Maine, ever gets the time to attend the movies he needn't worry about whether he has change in his pocket. Rudy Bergeron, manager, Haines, Waterville, Maine, is seen recently presenting the Governor with a gold pass entitling him to attend any of the 36 theatres of New England Theatres, Inc., as William Jones, assistant manager, looks on.



Newly elected at the annual meeting of Independent Exhibitors, Inc., of New England at the Hotel Bradford, Boston, were, left to right, Norman C. Glassman, chairman of the board; Ray Feeley, executive secretary; Albert B. Lourie, secretary; and Edward Lider, president.

S. H. Fabian, president, Stanley Warner Theatres, reminded a press luncheon last week that newly-noted stature for the writers and technicians in Hollywood can be attributed to the "fabulous attendance record chalked up by 'The Long Gray Line,' 'From Here To Eternity,' 'The Country Girl,' 'Vera Cruz,' and 'Battle Cry.'" Fabian, here on a one-day tour of area SW theatres, accompanied by circuit executives, added, "No longer is the actor or the director so supreme; it's the writer or the technician upon whom the studios are leaning more and more. The studio executives have finally learned that these two unsung heroes mean much to the overall production picture, and without them there is the sure certainly of mediocrity." He presented a circuit medallion to Governor A. A. Ribicoff, in appreciation of the Governor's proclamation of "Go to the Movies" month in February. "The film industry," he said, "needs friends like you. Your expression of good will was noted with thanks by a creative medium and made many take cognizance of the fact that when pictures put their best foot forward, they can be the greatest entertainment show business ever came up with." Accompanying Fabian were Sam Rosen, executive vice-president; Harry Kalmine, vice-president and general manager; Harry Feinstein, New England zone manager; and James M. Totman, Feinstein's assistant. Luncheon guests included David R. Daniel, publisher; Allen M. Widem, motion picture editor, The Hartford Times; Colonel John R. Reitemeyer, president and publisher; and H. Viggo Andersen, motion picture editor, The Hartford Courant.

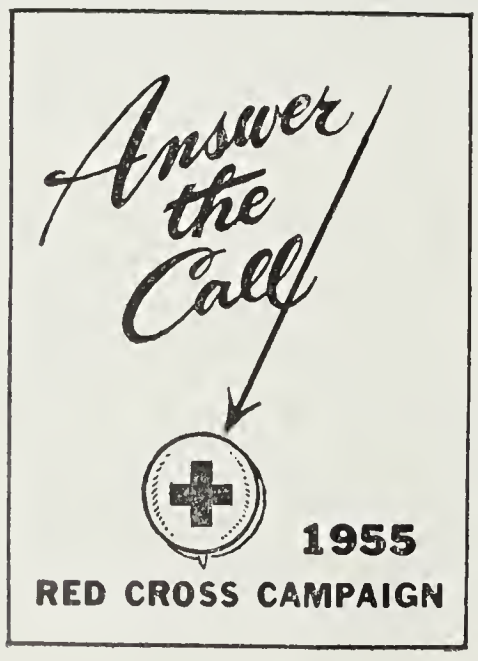


Lou Brown, left, director of advertising, publicity and exploitation, Loew-Poli Theatres, New Haven, and Joseph Jarvis, Gilbert Stuart, Riverside, R. I., attended the recent MGM Detroit Workshop held at the Statler Hotel with over 343 in attendance.

A measure proposing creation of a State Board of Review, with membership appointed by the governor, to aid local authorities "in reviewing movies and theatricals," was introduced into the State Legislature by Republican Senator Louis A. Lemaire, Jr., Norwalk, Conn. The Lemaire bill, referred to the Judiciary Committee, proposes, "On or before July 1, 1955, quadriennially and thereafter the governor shall appoint five electors of the state to serve as a Board of Review. Such five electors so appointed to membership on said board shall hold office for four years or until their successors shall be appointed and shall have qualified. Said board shall convene upon the request of the Superintendent of State Police or Chief of Police of any city and shall review and advise the Superintendent of State Police or the Chief of Police of any city on the censorship of any moving pictures, theatricals, or other public amusement offered to the public, and if said board by a majority vote, after such review, advises same to be indecent or that it would impair the morals of minors or the public in general, it shall render its opinion to the Superintendent of State Police or Chief of Police requesting such review with its recommendations thereon. Each member of the board shall receive $20 and necessary expenses for each day he shall attend the meeting of said board."

Jewett City

Jack Hoddy, manager, State, has returned from his recent vacation looking fit.



Meriden

Edward J. Dowling, for the past 20 years a projectionist at the Capitol and Palace, died after a brief illness. He was very popular and will be missed by his many friends in the industry.

Middletown

Sal Adorno, Jr., building an 850-car drive-in theatre here, has filed notice in the town clerk's office that he will operate under the assumed name of the Middletown Drive-In.

Plainville

Livio Dottor, manager, Plainville Drive-In, returned from a vacation trip. He is now all set for a busy season.

Thompsonville

Father of Tom Grogan, manager, Strand, died.

Winsted

Henry L. Needles, former Hartford, Conn., district manager, Warner Brothers Circuit Management Corporation, attended mid-winter banquet of Hose Company 2, Winsted Fire Department, honoring his brother, Jacob, marking 50 years with the local department. Jacob Needles is the town's oldest member in point of service. He received a gold watch from fellow firemen.



Win Min Than, Burmese star in United Artists' "The Purple Plain," was recently tendered a press luncheon at the Ritz-Carlton, Boston. Seen, left to right, are Jack Hamilton, Boston Globe; Francis Kaplan, UA companion to the Burmese star on her trip; Harry Segal, UA Boston branch manager; Cyrus Durgin, dramatic critic, Boston Globe; and Win Min Than

New Hampshire

Concord

Attorney Joseph F. Stancik, Derry, N. H., is among drive-in theatre owners who voiced strong opposition at a recent hearing conducted by the New Hampshire Legislature on a measure to regulate the erection of drive-ins. The bill would require a permit from the State Commissioner of Public Works and Highways for building a drive-in with facilities to house at least 100 cars and located within 1,000 feet of a Class I, II, or III highway. State Highway Commissioner Frank Merrill reports that less than 10 percent of drive-in owners have consulted with him on access to the highway before going ahead and building their theatres. Meanwhile, opponents of the bill charged that there was no provision for appeal and that what the state really needs is a state highway zoning law.

Nashua

Armand Pepin, formerly of Westfield, Mass., has been managing the Daniel Webster and State since Fenton D. Scribner accepted managership of the Manchester, N. H., theatres.

Rhode Island

Providence

The Royal is destined to be razed or remodeled into a super-market. Long a landmark, the Royal has been inoperative for the past few years. The Royal was built in 1914 by Charles W. Tupper and Earl C. Whelden, who operated it until 1926, when it was leased to Regional Chain Theatres of New England, a Boston concern. For a time the lease was held by the D and R Amusement Company, with which the late A. A. Spitz was associated, passing back to Boston interests in 1933. The lease was acquired by the E. M. Loew interests of Boston, which also operate the Olympia and E. M. Loew's Drive-In.

The advent of Lent brought a sharp drop in theatre attendance in this predominantly Catholic-populated area. . . . The Quaker Drive-In, Uxbridge, Mass., was the first open-air theatre to inaugurate the 1955 season. . . . The Metropolitan, which recently reopened after a long period of darkness with "Gangbusters," continues operation with second and third-run films, and once weekly on stage presents the TV and radio star, Eddie Zack, with his hill-billy company. A talent quest program is attracting many local would-be entertainers.

Willard Mathews, Majestic manager, has been named as one of the divisional captains in the fund-raising campaign to help the Roger Williams Hospital. . . . Edward M. Fay, dean of Rhode Island showmen, who recently underwent surgery at St. Joseph's Hospital, has fully recovered and returned to his home. . . . The Community, Centerdale, R. I., is packing the ladies in with a brand new promotion which features hand-painted "Gray Rose" kitchen ensembles. . . . The Community also inaugurated special Saturday afternoon parties for the small fry, presenting 12 Walt Disney cartoons on the screen and special gifts for all children.

NEWS OF THE Territory

New York City

Crosstown

The Roxy rolled out its red carpet yesterday (March 15) to a unique type of "distinguished" visitor — the really important "little people" behind the scenes of the motion picture theatres that are usually taken for granted—the ushers, doormen, cashiers, projectionists, stage hands, electricians, and porters. The occasion, the Roxy's 28th anniversary and in an unprecedented gesture, the management of the famous showplace has invited the employes of all the Metropolitan motion picture theatres to be its guests on a "busman's holiday" celebration. William J. Moclair, managing director, sent invitations to all theatre circuits and independent houses in the area, and expected to have close to 10,000 guests, in what will probably have been the largest birthday party on record. A huge birthday cake was to have been cut in the rotunda, where an enormous scroll was on display for the guests to sign. Celebrities were invited to be on hand during the day to greet the visitors and sign autographs for them. Regular Roxy patrons weren't forgotten by the management. Good luck shamrocks by Orchids of Hawaii, Inc., were presented to them. 20th-Fox's "Untamed" was the birthday film attraction.

Arthur Silverstone, 20th-Fox assistant general sales manager, and Mrs. Silverstone left aboard the the S. S. Mauritania for a West Indies cruise.

Hope Emerson, featured in 20th-Fox's "Untamed," arrived from Hollywood for the opening of the film at the Roxy.

Earl Wingart, 20th-Fox merchandising manager, left for a trip through the midwest and south for exchange meetings and to arrange preview screenings of "A Man Called Peter" for local religious figures.

Arthur J. Miller, managing director, Consolidated Film Industries' laboratory, a subsidiary of Republic, has resigned after 25 years of service. He also resigned as officer and director of Republic Pictures Corporation.

Sidney Kramer, general sales manager, RKO-Pathe, and his assistant, Alan Hartman, left for Toronto, Ontario, Canada, for the purpose of transacting a commercial film deal there.

Allied Theatre Owners of New Jersey, Inc., held its annual legislative meeting at the Stacy-Trent Hotel, Trenton, N. J., on March 14. Many members and officials of the Legislative and Executive branches of the state government accepted luncheon invitations. The agenda centered around local problems, as well as national, such as toll-TV, decreased admissions and film prices.

"East Of Eden" Has Glittering Bow

NEW YORK—An all-celebrity world premiere was given Warners' "East Of Eden," Astor. The formal opening, which included a private after-theatre supper and all-star entertainment at the Sheraton Astor Roof, was held for the benefit of Actors Studio, a non-profit organization for the advancement of the dramatic arts, which received $34,000 from the affair. As the formally-dressed celebrities arrived at the brilliantly lit theatre, they crossed the red-carpeted sidewalk between crowds of onlookers and were greeted under the marquee by Martin Block, who interviewed them for a special WPIX live broadcast. Press and magazine photographers vied with TV and newsreel cameramen in their efforts to capture the glitter and excitement of the opening. Entering the theatre, another barrage of flashbulbs greeted the celebrities from a waiting battery of cameramen, a microphone manned by Robert Franc, French reporter and Voice of America commentator; and WRCA cameras.

Inside the theatre proper, the premiere-goers were shown to their seats by the most glamorous corps of usherettes ever to staff a motion picture theatre. First-nighters surrendered their $50 tickets to such well-known ladies as Marlene Dietrich, Marilyn Monroe, Margaret Truman, Celeste Holm, Mrs. Alfred Gwynne Vanderbilt, Mrs. William Rhinelander Stewart, Terry Moore, Eva Marie Saint, Arlene Francis, Marjorie Steele, Fleur Cowles, Ethel Linder Reiner, Anita Loos, Beatrice Straight, Maggi McNellis and Meg Mundy, all of whom volunteered their services for the benefit performance.

Jack L. Warner, executive producer, flew in from the coast especially to be present at the premiere. Elia Kazan, producer-director of "East of Eden," and John Steinbeck, author of the best-selling novel on which the picture is based, joined members of the "East of Eden" cast at the opening. Raymond Massey, who co-stars in the film with Julie Harris and James Dean, and Richard Davalos and Jo Van Fleet, who play leading featured roles, were among the first-nighters.

Immediately following the premiere, $50 ticket purchasers went to the Sheraton-Astor Roof where the private after-theatre supper and "stars-in-person" entertainment began about midnight.

The new picture marks the screen debut of a number of newcomers headed by James Dean, Miss Van Fleet and Davalos. Miss Van Fleet, distinguished stage and television actress who won both the Donaldson and Antoinette Perry Awards is a member of Actors Studio, as are Dean, Miss Harris and a number of other members of the "East of Eden" cast.

Rosalind Russell, star, "The Girl Rush," Frederick Brisson production for Paramount, arrived from Hollwood for a vacation. . . . Oscar A. Morgan, Paramount short subjects, newsreel, and special features sales manager, returned from a one-month tour of southern branches, bringing with him a citation bestowed by New Orleans Mayor de-Lesseps S. Morrison in recognition of Paramount News' contributions to civic and international causes.

William Campbell, who has a featured role in U-I's "Man Without A Star," arrived from Hollywood to aid in the advance promotion of the picture. He will make national TV and radio network appearances and give press interviews, and otherwise aid in the bally of the film set to open at the Victoria late this month.

Joel Levy, out-of-town booker, Loew Circuit, is on a Miami, Fla., vacation. . . . Howard Dietz, MGM vice-president and director of advertising, publicity, and exploitation, was back after looking at a number of new pictures on the coast. . . . Dan Terrell, MGM publicity director, returned from Washington, D. C.

Jerome J. Cohen celebrated another birthday on March 8. . . . Eugene Pleshette, managing director, Brooklyn Paramount, was elected president, Knights Before Christmas, a group of philan-



At a recent luncheon at the Metropolitan Club, New York City, tendered by Spyros P. Skouras, president, 20th-Fox, leading representatives of the industry pledged support to the 1955 Red Cross campaign for members and funds. Skouras is serving as chairman in Greater New York of the Red Cross Motion Picture Industry Committee for the seventh successive year. Shown, left to right, are Ellsworth Bunker, president, American Red Cross; Sylvia Sidney, Robert Wagner, Anna Sten, Skouras, and Rita Gam.

thropic-minded businessmen, professional men and public officials devoted to work among handicapped and underprivileged children. A charter member of the organization, he served as vice-chairman of the board of directors for the past year. The "Knights" annually arrange summer excursions for orphaned and disabled children, play host at a giant Christmas party for unfortunate children, and throughout the year provide clothing and other necessities for indigents.

Sid Rogell, production head, TCF Television productions, 20th-Fox's new video subsidiary, left for Los Angeles following a series of home office conferences called by president Spyros P. Skouras with key ad agencies and networks. . . . Nat Levy, eastern-southern division sales manager, RKO, left for sales meetings with exchange personnel in Atlanta, New Orleans, Charlotte, and Jacksonville.

Elmer O. Wilschke, executive vice-president, Perspecta Sound, Inc., left for Hollywood for conferences with recording directors of the studios using the Perspecta stereophonic sound system. These include MGM, Paramount, Warners, and U-I.

New York State

Albany

One of the Fourth Estate's outstanding figures, William Randolph Hearst, Jr., editor-in-chief, Hearst newspapers, will speak on his recent trip to Russia and his interviews with its four ranking leaders at a civic luncheon in Sheraton-Ten Eyck Hotel on March 21, under the sponsorship of The Times-Union and Albany Variety Club. The affair, to which the public is invited, will be for the benefit of Camp Thatcher, operated by Albany Boys' Club and Tent 9 during July and August at Thompson's Lake. Tickets are $5. Publisher Gene Robb arranged Hearst's appearance in conjunction with Chief Barker George H. Schenck.

The latest closed and the earliest opened, that is the record established by John Gardner, Turnpike Drive-In, Westmere, N. Y., Gardner kept the theatre in operation weekends until November and scheduled a relighting on March 4. He returned from a vacation in Key West, Fla., with his wife and chief assistant, Harry Lamont, for the 1955 premiere. Mrs. Lamont, also a longtime invaluable aide of her husband, accompanied him. . . . Property Master Lewis A. Sumberg, Variety Club, served as ticket chairman for a concert by the Brown University Glee Club at Albany Boys' Academy. Sumberg is a graduate of Brown and Albany Law School.

A novel framework for the promotion of "The Country Girl" was created over the area's leading television station, WRGB, Schenectady, N. Y., by Edward J. Wall, upstate director of advertising and publicity for Paramount, with the gracious cooperation of star Bing Crosby and the active support of Edgar S. Van Olinda, film reviewer and columnist,



Arthur B. Krim, president, United Artists, recently welcomed some of the Broadway headliners, who attended a special showing of Hecht-Lancaster's "Marty," which UA will release. Seen at the New York preview are, left to right, Julie Wilson, Joe Mantell, featured in the film; Mary Anderson; Krim; and Eartha Kitt.

Albany Times-Union, the day before the picture opened at Strand. The entire half-hour of the "Eileen and Ernie" program was devoted to a recorded telephone interview with Crosby by Eileen Flynn and Ernie Tetrault and film clips, plus a commentary by Van Olinda and Mrs. Flynn. The 15-minute interview with Crosby, from his west coast home, was replete with interesting details on the production of the picture, observations about Grace Kelly, William Holden, and director George Seaton, revealing sidelights on his private life and sons, and nostalgic references to Der Bingle's annual visits to nearby Saratoga in the 1930's.

The traditional full treatment will be given Kirk Douglas when the most distinguished actor from the Albany area visits here March 21-22. He will serve as "King for a Day" and become a Variety Club member at a dinner-dance in Empire Room of Sheraton-Ten Eyck Hotel and will take part in press, radio, and television interviews. The next day, Douglas is to appear at Strand here, and Troy, Troy, N. Y., for teeoff screenings of U-I's "Man Without A Star." A civic reception for Douglas, native of not-distant Amsterdam, N. Y., is planned by Maurice Harris, U-I exploiteer, in cooperation wtih Tent 9 officers and others. The Times-Union is tied into the dinner-



Anne Bancroft recently posed for photographers at the National Photographic Show. A native New Yorker, she was in New York for interviews and personal appearances in connection with Warners' "New York Confidential," Victoria.

dance, because Douglas will make a contribution to the Big Brother Fund for Camp Thatcher, which the Hearst daily generously publicizes. A "Kirk Douglas Week" will be observed at the camp next summer, Chief Barker George H. Schenck said. The money donated by the screen star will be utilized for free vacations to selected needy boys that week. Guests at the dinner are expected to include Mayor Erastus Corning, four of Douglas' sisters, and old friends. Douglas, who received his stage name from Mr. and Mrs. Malcolm Atterbury, former owners, Albany Playhouse, and one-time operator, Tamareck Playhouse, Lake Pleasant, has been a local visitor on various occasions since winning screen fame to visit his family. A cocktail party and reception in Rose Lounge will precede the big affair. Serving with former Chief Barker Jules Perlmutter are Norman Weitman, U-I branch manager; Jack Goldberg, MGM resident manager; and Gene Teper, Variety Club member.

Fabian's Palace, managed by Bill With, screened "20,000 Leagues Under the Sea" six times Feb. 22—starting at 9:50 a.m. Admission prices ran: adults, 75 cents, from 9:30 to noon; $1, after 12 noon; children, 35 cents all day. The 25, 75 and one dollar scale held for the week's engagement, during which concession stand business boomed. "Jupiter's Darling," which Esther Williams trailerized in her one-day stage-show appearances at 3660-seat theatre last fall, was the headline follow up attraction at regular rates. . . . "The Little Kidnappers" gripped Delaware patrons for a second week. John Brousseau, manager, Stanley Warner art house, Delaware, now has a mailing list of approximately 6,900, 3,500 names of which are from Albany and the remainder from a 75-mile radius. Brousseau effected a tieup with the Cadby Candy Company to advertise "The Detective." An English confectionery concern is intertwined in the story of the picture.

A recent welcome visitor was Irene Smith, who served 14 years here as secretary to Charles A. Smakwitz and who now functions in a similar capacity with him in Newark, N. J.

A number of Variety Club members, appreciative of the boost given the annual Camp Thatcher drive via the Second Inter-City Championships staged last November at Mid-City Arena by an AAU committee, under the leadership of Phillip Schuyler High School vice-principal Ben Becker, joined in helping Becker to present another series of AAU bouts at the same place for the benefit of the March of Dimes.

Edward J. Wall, director of advertising and Publicity, Paramount upstate, made business trips to Buffalo and Binghamton, N. Y. . . . George Lourinia, manager, Saratoga Drive-In, Latham, N. Y., during the outdoor season, and winter maintenance man in Fabian area theatres, underwent an operation at Albany Hospital. . . . Chick Mlinarik, Columbia head shipper, has been reelected president, B-43, service employes' union affiliated with IATSE. Jim Tun-

ney, Universal-International head shipper, is vice-president; Wayne Carignan, 20th Fox, secretary and treasurer.

French Cinema Center, Inc., has been authorized to conduct a motion picture distribution business in New York. Capital stock is $5,000, $100 par. Attorney is Marie Louise Stem. . . . Sam Shain Publications, Inc., has been empowered to conduct a printing and publishing business in New York. Incorporators are Sam Shain, Elsie F. Shain, and Ben Nelson. Shain, former trade paper editor and trade press contact man for 20th-Fox, visited here last summer en route to Schine Circuit offices at Gloversville, N. Y., on a COMPO mission. Milton Pollack was incorporating attorney.

Harry LaVine, Warners saleman and industry veteran with many friends in Philadelphia, spent several recent weekends with his wife in New York City, where his son edits a trade magazine. Mrs. LaVine is not too well.

Family Drive-In Theatre Circuit Corporation has been authorized to conduct business in Westbury, Nassau County, L. I. Address is P. O. Box No. 153. Incorporators are Lewis Winter, Woodmere; Clementina Miller, Amityville; and Lee R. Fenton, Malverne. Attorney is Gerald B. Franklin, New York. . . . Ambros Films, Inc., has been formed to conduct a motion picture business in Hewlett, Nassau County. Capital stock is 200 shares, no par. Attorneys are Zalkin and Cohen, New York.

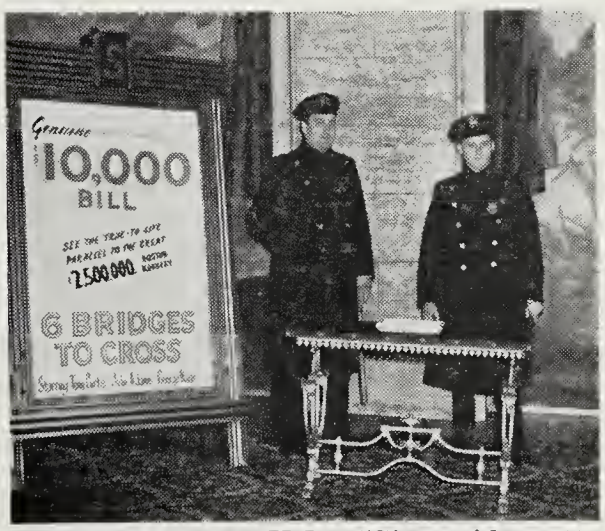
Mencor Associates, Inc., has been organized to conduct a motion picture and theatre business in New York. Capital stock is 100 shares, no par. Incorporators are Antonio Mendez, Laura Mendez, Joseph A. Cordero, Cortland Drive-In Corporation has dissolved. Attorneys are Schwartz and Frohlich.

A Supreme Court jury trial would be permitted where the Motion Picture Division, State Education Department, denied a license, if a bill introduced by Senator Fred G. Moritt, Brooklyn, became law. The measure, which provides for an alternative to the present appeal to the Board of Regents, states that if the court or a jury finds, after viewing a film, that it is "not obscene, indecent, or inhuman," an order shall be entered upon diecision of the court or on verdict of a jury, directing the Regents to issue a seal for exhibition "forthwith." It would take effect July 1. Senator Moritt, who is general counsel for MacDonald Pictures, New York City, and who sponsored a similar bill last year, said in an explanatory release that "trial should be by jury and producers should have the full right to present their side of the case to a court or jury. There is no other democratic or fair way to handle the problem. Chief Justice John Marshall gave us the key to immortality as a great nation when he enunciated the doctrine that so long as we remain a nation of laws, not of men, we would remain a free nation. To believe in democracy is to believe that in the long run, the combined wisdom of all the people is superior to the wisdom of any individual. Not to believe that is not to believe in democracy, but in supermen, tyrants, or censors."



Robert Wagner, star, 20th-Fox's "White Feather," recently met fan magazine representatives at a breakfast meeting held at the Sherry-Netherland Hotel, New York City.

Theatres, pinched by taxes and soaring overhead, might be caught in another expense vise if a bill by Senator Joseph R. Marro, New York City Democrat, were enacted by the Legislature. It authorizes the head of a municipal fire department to detail not more than two members of a uniformed force to each place of amusement or entertainment where "machinery or scenery" are in use "and one or more persons participate in an actual performance of a play, show, or other type of entertainment." Theatres would be required to pay for the fire fighters' services, at a rate equivalent to their salaries, for the time spent on the details. The money would be turned over to pension funds or retirement systems, where these exist. The bill also authorizes fire department heads to detail "as many additional members" as may be deemed "necessary" for duty in places of amusement or entertainment "at which any play, show, or other performance is witnessed by six thousand or more persons in any twenty-four hour period." There is an additional authorization for the detailing by police departments of two uniformed men to escort employees of any person, firm or corporation "carrying checks, currency, specie or



As publicity for U-I's "Six Bridges To Cross," Jules Daniels, manager, SW Stanley, Jersey City, N. J., recently obtained a $10,000 bill through the courtesy of Hudson County National Bank and had two policemen in the lobby to guard it. There are only 1,000 of the bills in circulation.

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OUT



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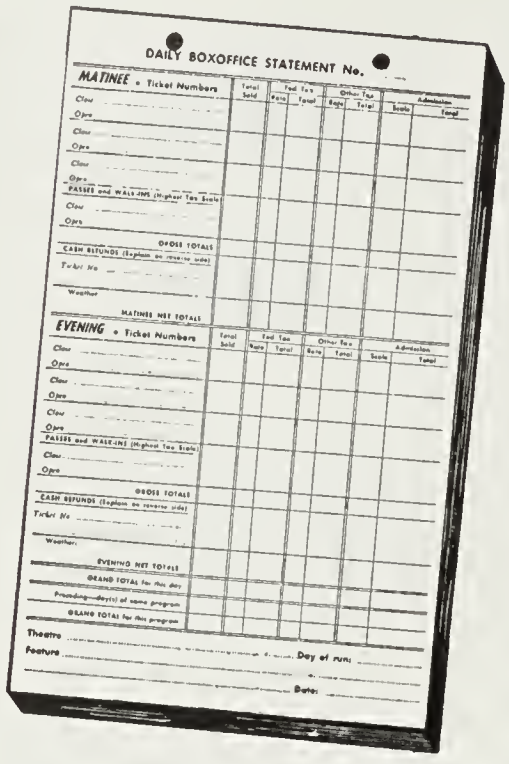
To protect yourself and your family, have a thorough medical examination every single year without fail. Six months after such an examination, every woman over 35 should return for a pelvic checkup. Every man over 45 should have a chest X-ray twice each year. *Many cancers can be conquered if caught in time!*

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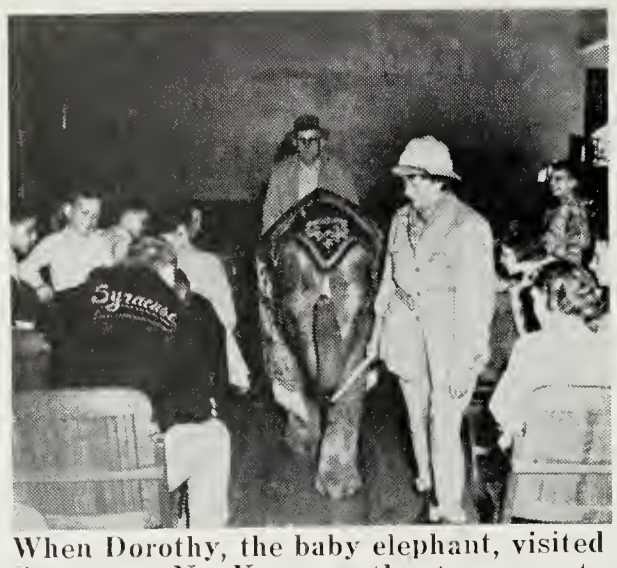
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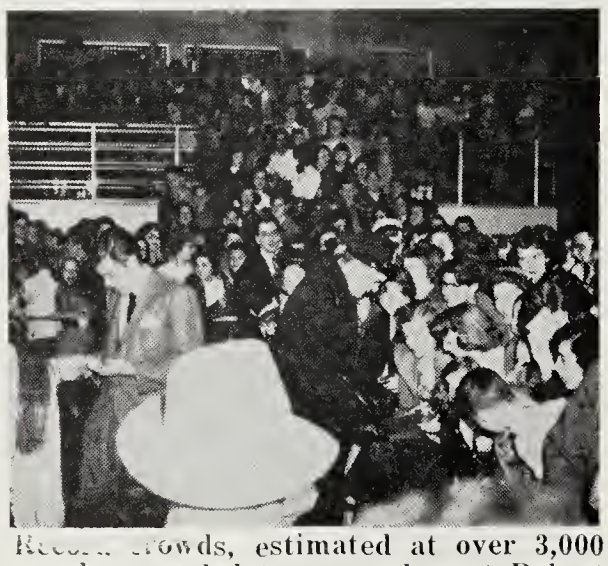
When Dorothy, the baby elephant, visited Syracuse, N. Y., recently to promote MGM's "Jupiter's Daughter," Sam Gilman, manager, Loew's State, arranged for a series of public appearances including a visit to an orphanage.

other forms of money for payroll purposes." This service, too, would be chargeable.

Rochester

Harry Lameraux, newly-appointed stage manager, Auditorium, and crew did right well with the road-showing of "The Pajama Game." Even got their pictures and a write up in the Sunday Democrat. . . . Graydon Hodges, Empire Drive-In, vacationing in Florida, flew in for a drive-in opening. . . . Mr. and Mrs. Ben Belinson, Little, are winter vacationing at Palm Beach, Fla. . . . Other Rochesterians taking the Florida sun are Helen Gilman, Palace cashier, and Tracy Allen, Central Drive-In projectionist; while en-route are William Belcher, Empire projectionist, and Walter Knopf, Little projectionist, for a six weeks stay.

Our sympathy to Bill Prince, veteran doorman, Palace, who wrenched his back and will be laid up for a few months. . . . Helen Galvin, Regent cashier, made the Times-Union "Movie People of the Week." . . . Jerome Fogel, son of Max Fogel, Webster, has been named first for appointment to West Point Military Academy and first alternate to U. S. Naval Academy at Annapolis, by Representative Kenneth B. Keating. . . . To Fred Hart, Little projectionist, goes the unique distinction of being the first projectionist in Local 253 to present a



Record crowds, estimated at over 3,000 people, crowded to see and meet Robert Wagner during his recent lobby appearance at the Century, Buffalo, in connection with the opening of 20th-Fox's "White Feather."

EYEING THE Exchanges

BUSINESS EDUCATION—The daughter of Ben Krakower has taken up residence in Miami. . . . Business Education is preparing is 1955-1956 catalogue. . . . Jerry Schpiro's daughter, Wendy, has been selected head ballerina for her school ballet.

COLUMBIA—Condolences are offered to Kitty Bernstein upon the death of her father. . . . Switchboard operator Swanee Jacobson is out ill, as is bookkeeper Harriet Miller. . . . Arnold Lipschutz recently fought in the Golden Gloves. He worked his way up to the quarter-finals, winning one fight and losing another.

20th-Fox—Skouras Birthday Week will be celebrated March 20-26. . . . Head biller Lilian Cohen celebrates a birthday on March 17. . . . Fox is boosting their special short, "Roger Wagner Chorale." Plans are to tie it in with Holy Week.

U-I—Typist Josephine Cangiano will be engaged to Tony Puya on March 19. That date also happens to be her birthday. . . . Night shipper Meyer Segall is in the hospital with a broken arm. . . . Dorothy Ezeroff will have a birthday on April 30.

RKO—Sadie Castanza bowled a wopping 200 in a recent tournament. . . . Typist-clerk Richard Kohn is learning to operate the switchboard. . . . Beatrice Barlett's son is two years of age.

RAMBLIN' 'ROUND—Mr. and Mrs. S. Krellberg, Principal Films, are enjoying a six-weeks Florida vacation. . . . In April, salesman Robert Kraus and night shipper Frank Dick will celebrate birthdays. . . . A birthday party was recently given for Nettie Rivera in the Allied Artists office. . . . Paramount night shipper George Kirchner is out of the hospital. . . . It is reported that ticket sales for the Motion Picture Booker's Club theatre party are going along nicely and a complete sellout is expected. . . . Bonded has practically completed their remodeling on the 14th floor of the exchange building. Glass partitions now enc'ose their offices. They have also taken part of RKO's space on the eighth floor, that level being a shambles during the changeover.

closed circuit telecast of a TV-Heart Clinic for 400 area doctors at the Sheraton Hotel.

Jack Moylan, Little doorman, has been reelected president, Local B90-IATSE theatre employes for the eighth consecutive year. . . . After being dark for several years, the World has been reopened by Max Fogel. . . . Plans for opening the sixth drive-in in the territory are now under way. The Pittsford, N. Y., zoning board is considering the application.

NEWS OF THE Territory

Philadelphia

Crosstown

Burglars, who cracked open a safe in the office of the SW Palace, escaped with $500, but overlooked $1,500 in the second steel door of the heavy strongbox. Police said entrance was gained by forcing a rear exit door and that the thieves moved the safe from the front office room, facing Market Street, to a rear room, where they forced open the first steel door, extracted the $500, and fled. The robbery was discovered by maintenance man George Dahlberg, who summoned the manager Ronald Moray.

The SW Lane, following in the wake of the SW Commodore, has discontinued its art film policy and reverted to regular film fare.

William Goldman, head, William Goldman Theatres, was named civilian chairman for the local observance of Armed Forces Day on May 21 by Mayor Joseph S. Clark, Jr.

Irving Blumberg, Stanley Warner advertising and publicity area head, resigned last week.

The Sablosky Norris Amusement Company, Norristown, Pa., vs Paramount, et al, anti-trust case continued to be heard last week before U. S. District Court Judge Allan K. Grim and a jury. A lengthy affair, the defendants continue to present their arguments, with council indicating the case may continue for yet another week.

Vine Street

Governor George M. Leader named a new Democratic State Board of Motion Picture Censors to be headed by Mrs. Louise M. John, West Chester, Pa. Mrs. John succeeds Mrs. Edna R. Carroll, veteran Philadelphia Republican figure, from the agency which she has headed for a number of years. The chairman's salary is $6,000 annually. Two other censor board members were appointed by Leader to replace Republicans. They are Mrs. Helen K. Massock, Washington, Pa., president, Pennsylvania Federation of Democratic Women; and Mrs. Clara Stevenson Black, Harrisburg, Pa., wife of Ramsey S. Black, state Democratic figure and former assistant postmaster general, and former state treasurer. Board members receive $5,000 a year. They replace Mrs. Jewel M. Frank, Pittsburgh; and Mrs. Beatrice Z. Miller, Germantown, here. The Board of Censors is charged by law to disapprove all motion pictures deemed sacrilegious, obscene, indecent, immoral, or tending to debase or corrupt morals. Mrs. Carroll issued the following report, "These have been interesting years in which the motion picture industry grew to be a tremendous international entertainment and economic force; slumped into a partly self-imposed state of recession and through its own initiative, energy and resource created new techniques to return to its place in the sun. Despite the years of administration, little is known about the actual process of censorship. It has served as an important moral agency making a definite contribution to the community and to the industry. The industry has matured and presented films of strong adult material acceptable because of the manner of production and direction. Such films draw a potential audience back to motion pictures while salacious, obscene, and indecent films repel." Mrs. Carroll has urged the adoption of amendments to the act so that it may meet the requirement of the courts.

Sam Diamond, branch manager, 20th-Fox, announced that an important promotional meeting was to have been held at the RKO screening room on March 15. All important local executives, exhibitors and publicists were invited to attend.

The 17th annual meeting of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., was to have been held on March 15 at the Broadwood Hotel. An all day affair, broken by a dutch treat luncheon, the sessions were to have been followed by a Board of Governors' meeting.

It was learned last week that Steve Broidy, president, Allied Artists, and Morey R. Goldstein, vice-president and general sales manager, had decided to take the story of the new Allied Artists "on the road" and will personally tell it to exhibitor groups in 14 key cities, coming here from the southern exchanges on March 18. According to John C. Flinn, director of advertising and publicity, who will accompany Broidy and Goldstein, the tour also keynotes the celebration of Allied Artists' Silver Anniversary Year. Local branch manager Maxwell Gillis said screenings will be held, followed by a luncheon for exhibitors, bookers, top exchange personnel, and trade and lay press representatives. Highlighting the local discussions here, as elsewhere, will be the forthcoming product, "An Annapolis Story," "Shotgun," "The Big Combo," "Seven

Comic Books, Movies Blamed For Juvenile Delinquency

PHILADELPHIA—Speaking at a meeting sponsored by the Pennsylvania Chiefs of Police Association in conjunction with the 21st annual Philadelphia Regional Safety Conference and Fire Exhibit at the Broadwood Hotel last week, Police Commissioner Thomas J. Gibbins told a group of police officials that juvenile delinquency is the most perplexing modern problem because of the avarice of comic book and movie promoters using "immoral and unmoral subjects to make a fast buck."

As a specialist on youth behavior problems, Gibbons attacked films "that give young people a false reflection of social life" and questionable entertainment "that cheapens our moral values."

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Angry Men," and "The Warrior," "An Annapolis Story" and "Shotgun" will be screened at the Variety Club, Tent 13, headquarters in the Bellevue Stratford Hotel. This will be followed by a luncheon in the Red Room of the same hotel at which Broidy and Goldstein will speak.

Jack and Joe Engel, as well as Harry Buchman Screen Guild, were justifiably proud over the first-run bookings on their product. This included the recent SW Stanton booking of "They Were So Young"; "Animal Farm," coupled with the three-reel art subject, "Rembrandt," at the Trans Lux; "Gangbusters," at the SW Stanton beginning March 18; "Long John Silver," at the SW Mastbaum beginning March 19; and "The Stranger's Hand," at the Trans-Lux World on March 15.

Roy Sullender's National Theatre Service is now handling Silver Springs Drive-In, Hogestown, Pa.; Midway Drive-In, Lewistown, Pa.; Huntingdon Drive-In, Huntingdon, Pa., and Mount Holly Springs, Mount Holly Springs, Pa.

An important meeting of Motion Picture Associates was held at the RKO production room on March 14.

Burt Stanley, who may be reached at the Charles Johnson Home, Box 507, Royersford, Pa., recently celebrated another birthday. He sends thanks to those who remembered him by sending wearing apparel, but is now in need of both eye glasses and teeth, and donations toward the purchase of same would be greatly appreciated. Those who remember him, please notice!

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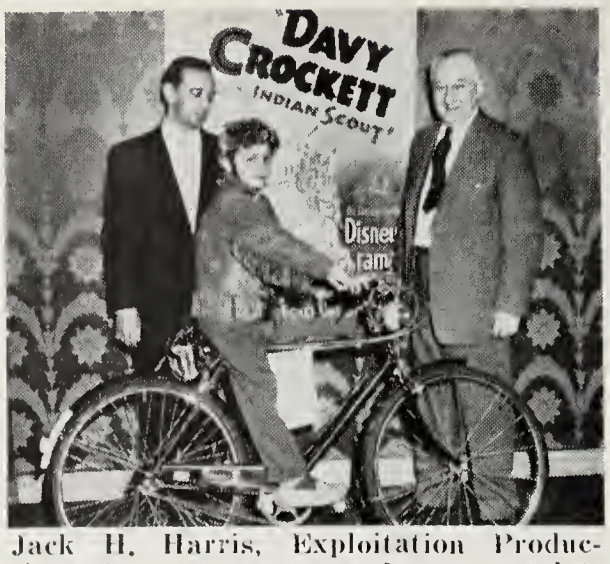


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BOX 164

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Jack H. Harris, Exploitation Productions, Inc., is seen recently congratulating Lancaster's "Davy Crockett" in a bicycle give-away contest staged by Bert Leighton, Grand, in connection with the showing of the picture, which broke all records at the Lancaster, Pa., house.

John Daly, Warners booker, was welcomed back after his serious operation and recuperation at home. . . . Daisy Mack, 72, veteran Warners inspectress, died suddenly. . . . Betty Belles, Warners bookkeeper, is in St. Joseph's Hospital for observation.

Morey Schwarz is no longer connected with Exploitation Pictures, Inc.

Ralph, Moyer, who some months ago left for Los Angeles, sends regards to all the Vine Streeters. He says he has met Eli M. Orowitz, Jack Harris, Jack Miller, and a few others from the east. His address is 12751 Marlboro, Los Angeles 49.

District of Columbia

Washington

20th-Fox—Sara Young spent the weekend in Atlantic City. . . . Ira Sichelman is vacationing in Florida. . . . Ann Hartnett celebrated a birthday. . . . Bob Kutler, head shipper, is on the sick list.

RKO—Joe Breecheen, branch manager, visited Richmond, Va., and Baltimore, Md., on routine business trips. . . . James Webster was treated to a birthday cake and card by the office staff. . . . Joe Smith, night shipper; Freddie Dorn; shipper, and Catherine Littleton, inspectress, were discharged due to reduction in force.

ALLIED ARTISTS—The new girl is Hazel Salatha, secretary to Al Wheeler, office manager. . . . Milt Lipsner, branch manager, returned from a business trip from Richmond, Va. Lipsner has left for a routine business trip to New York, and he will also go to Chicago to attend meetings.

PARAMOUNT — Phil Isaacs, branch manager, is in New York on business. . . . Mike Weiss, Philadelphia publicity representative, was a visitor to the exchange.

Ernestine Bandel, NSS manager, and Sadia Solomon, clerk, have recuperated from the virus. . . . Robert Diamond, NSS, is vacationing at home in Mississippi.

DISTRICT THEATRES—Bill Hoyle, publicity director, returned from Lynchburg and Roanoke, Va., from a business trip. . . . Clark Davis, booker, went to Richmond, Va., to attend manager meetings. . . . A special screening was held at the Lincoln in connection with "Unchained," co-starring Todd Duncan. Duncan was on hand for the screening and while in Washington, Bill Hoyle arranged for Duncan to meet the press and a personal interview on radio station WUST.

WARNERS—Emmett Jasper, owner, Dixie, Newport News, Va., and Basie, Hampton Rhodes, Va., was a welcome visitor at the exchange. . . . Frank Gormley's son, Colonel John Gormley, and family have returned from Paris, France. Gormley has been reassigned to the United Nations in New York.

SW Plans Spring "Movie Festival"

PHILADELPHIA — Ted Schlanger, Stanley Warner Theatres, recently closed a series of three meetings with the 52 managers in his zone, in which plans were outlined for the forthcoming Stanley Warner "Spring Movie Festival." This special celebration of the entire Stanley Warner Theatre circuit will be held from April 3 to July 2.

In the course of these meetings, Schlanger stressed that, despite the improvement in grosses, attendance is continuing to decline and that special emphasis must be made on efforts to improve attendance. Schlanger pointed out that certain pictures attract bigger audiences today than ever before in the history of the motion picture business, which, in his estimation, indicates that the public is getting continually more discriminating in their tastes for motion picture entertainment. Therefore, he said, we must devise ways and means of attracting more people "to purchase our wares" by doing the odd and unusual and getting outside of the set routine for the selling of motion picture attractions.

Schlanger laid particular stress on the subject of attracting bigger child audiences, pointing out that we are now in the era of what is known as the "TV Babies," those born since the advent of television and who have grown up continually exposed to this competitive medium. These children have now reached school age, and are available for motion picture theatre attendance, but they must be attracted to the theatre to see how much more the motion picture has to offer them. Many of these children, Schlanger pointed out, have never seen a motion picture, except on a TV screen, and the managers task is to attract these children to the theatre, as they are adult customers of the future.

Also present at the meeting were Lester Krieger, assistant zone manager; and district manager A. J. Vanni, Paul C. Castello, and John Flynn. Department hands attending included Ted Minsky, film buyer; Harry Kaplowitz and Bill Yurasko, bookers; Irving Blumberg, publicity and advertising; J. Ellis Shipman, contact manager; and Henry Eberle, sound department

STANLEY WARNER—Francis Norris, electrician, returned to work after a brief illness. . . . Ethel Myers, Metropolitan cashier, resigned to accept another position. . . . Hariot Stem, publicity, Cinerama, celebrated a birthday. . . . William Levine, house manager, Cinerama, has been transferred to the Cinerama theatre in St. Louis. . . . Zeb Epstin, division manager, Stanley Warner Cinerama Company, was in town with his family. Epstin and wife celebrated their 25th wedding anniversary. . . . Sidney Hoffman and wife are still in the clouds, having returned from their trip abroad where they visited London, Rome, Paris, Scotland, and Switzerland. T. C.

Delaware

Wilmington

The Zoning Appeals Board Granted permission to Wilmington Drive-In, Inc., operating the Kerry, to build an eight foot high solid fence.

A former Air Force master sergeant from here who had asked the Rialto for help in obtaining airplane scenes from 20th-Fox's "12 O'Clock High," was arrested in New York and held in $1,000 bail on a charge of illegally wearing the uniform of an Air Force colonel. The man had requested the stills from the Rialto for use, he said, in a recreation room for his neighborhood. However, after checking with National Screen Service in Philadelphia, the Rialto wrote to him that no airplane scenes from "12 O'clock High" were available.

Chief U. S. District Court Judge Paul Leahy on March 7 signed an order fixing March 14 at 10 a.m. for hearing for the consideration of the confirmation of the plan for the reorganization of M and S Amusement Enterprises, Inc., (Brandywine Drive-In), the plan having been accepted by more than two-thirds of the creditors and by the stockholders holding all of the issued and oustanding stock of the corporation. At the hearing in the U. S. District Court Room, Wilmington, objections, if any, may be made to the confirmation of the plan. Upon confirmation of the plan proposed, creditors who have filed proofs of claim shall receive their distribution from the available funds in full satisfaction of their claims against the debtor and to the extent that any amount remains unpaid, creditors shall be forever barred from asserting any other or further claims or demands whatsoever against the debtor corporation. The debtor's attorney, Vincent A. Theisen, reported that pursuant to the court's order of Feb. 23, which provided that acceptances should be received up through March 4, creditors holding claims aggregating $72 288.42 filed 27 acceptances of the plan with the debtor's attorney prior to the deadline.

Chief Judge Paul Leahy signed an order in U. S. District Court classifying creditors and approving the plan of reorganization of M and S Amusement Enterprises, Inc., including the sale of the Brandywine Drive-In to the A. M. Ellis Theatres Company, Philadelphia, for $85,000, of which $60,000 is to be paid in cash and the balance in 32 non-interest bearing promissory notes of the purchaser. All creditors, stockholders, and parties affected by the plan may accept it in writing by filing notice with the debtor's attorney, Vincent A. Theisen.

Lancaster Junket Plans For "Saturday" Cancelled

LANCASTER, PA.—The scheduled world premiere of 20th-Fox's "Violent Saturday" at the Colonial, which threatened to turn the town into a small-scale Hollywood, was suddenly cancelled last fortnight.

Exactly what happened was still hazy as to detail, but Richard W. Wagner, general chairman of the local committee, confirmed that his group had definitely decided not to go through with the promotion.

"Some of us felt," he said, "that the picture itself, and the elaborate promotion that seemed to be expected, would not reflect any particular credit upon the Lancaster community."

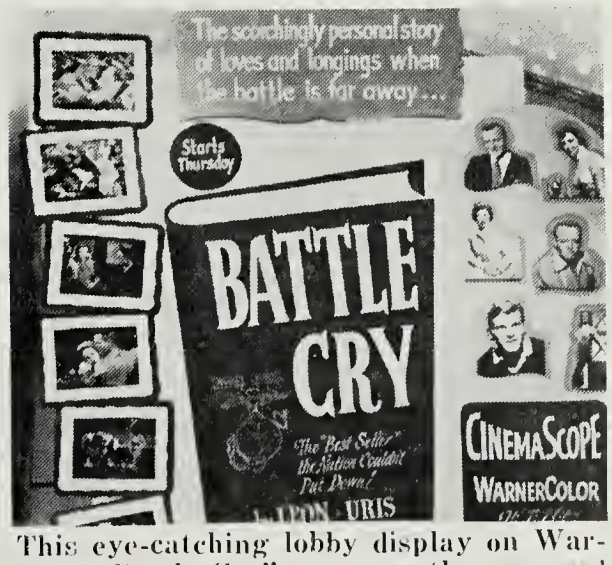
In other words, there will be no personal appearance of Victor Mature, no banquets, no parade, no star-spangled tours of Lancaster County's Amish community, no live TV pickup, no newsreels, no bus loads of famous personalities from New York and Hollywood, no premiere, no nothing.

It was believed that the city fathers banned the premiere fearing it "might offend the Amish," who are known as "the plain people." 20th Century-Fox officials hastened to explain that there was nothing in the subject matter of the film too "sexy," as reported, nor was there any subject matter in it to give offense, even to the Amish, who are evidently "the most straightlaced people on earth."

Maryland

Baltimore

Jack Whittle, owner, Avenue, and chief barker, local Variety Club, is vacationing in Florida. . . . Clayton Atkinson is the new assistant manager, Mayfair, replacing John Wesley Jenkins. Atkinson formerly was with the Avenue. . . . Mrs. Marie King, Northwood's staff, is receiving congratulations upon becoming a grandmother again. Her son, Herman, Jr., is the father of a daughter born to his wife at Women's Hospital. . . . Sid Zinn was in town for advance promotion on Columbia's "Women's Prison."



This eye-catching lobby display on Warners' "Battle Cry" was recently arranged at the SW Warner, Reading, Pa., by manager Birk Binnard.

Jack Sidney, Century manager, had film actor Rodney Taylor here in advance for "Bad Day at Black Rock." . . . Miss Caryl Hamburger, manager, Film Centre, is receiving sympathy of friends upon the untimely death of her father, Mark Hamburger. . . . Mrs. Milton Schwaber, wife of the owner, Schwaber Theatres, is recovering from an illness.

Over 3,000 women packed the Stanley when the WBAL-TV feature "Quiz Club" was telecast from the theatre. Arranged by manager Rodney Collier, the feature provided generous promotion for the Stanley and its current attraction, "Battle Cry." Although the TV show did not start until 1 p. m. women were in line for admission at nine in the morning.

Porter Seiwell, owner, Towson, is vacationing in Florida. . . . Morris Mechanic, New and Keiths, and Mrs. Mechanic entertained several guests at the opening of "The Gold Cadillac" at Ford's Theatre. — G. B.

Leonardtown

Equipment borrowed from the Marine units at the Patuxent River U. S. Naval Air Test Center is being used to promote

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While in Philadelphia recently in connection with the promotion of Columbia's "The Long Gray Line," Harry Carey, Jr., took time out to visit the local exchange, where he is seen with the personnel.

"Battle Cry," Plaza, Lexington Park, Md. Opening ceremonies had top Marine and Navy officials attending. . . . Jack Fruchtman, owner-operator, Southern Maryland Theatres, Inc., visited area theatres and held several business sessions with his staff.

Pennsylvania

Coatesville

Max S. Schantzer, operator, Silver, died at his home. Funeral services were held at Raphael-Sacks memorial chapel, Philadelphia, with burial in Mount Sharon Cemetery. He was a veteran of the first World War, a member of the American Legion Post 64, and a Mason. He is survived by his wife, a son, a daughter, a brother, and four sisters.

Harrisburg

L. R. Golding, general manager, Fabian Theatres, was in recently. . . . The "Meet the People" telecast by WHP-TV each weekday from 3:45 to 4:30 from the lobby of the State continues to attract much attention. According to manager E. G. Wollaston, it is a terrific means of exploiting attractions. . . . Robert Fitzgerald, "Cinerama Holiday" publicist, was in from Philadelphia contacting newspapers, TV, and radio.

The State and Colonial are handling reservations for the showing of "Cinerama Holiday" at the Boyd, Philadelphia. . . . For "The Racers" showing at the Senate, manager B. J. Bispeck had on display in the lobby the champ midwest 1954 racing car driven by Wayne Doerstler. Several hundred postcards were mailed to sportsmen clubs throughout central Pennsylvania as a promotion with a local dealer in foreign cars, and the front of the theatre was gaily decorated with banners and penants to provide a racing atmosphere. . . . Marine cooperation was employed by manager E. Wollaston and his assistant, Spike Todorov, to ballyhoo "Battle Cry" at the State. On the opening night members of the Harrisburg Marine Detachment were guests.

The Broad is closed. Howard Kay, owner, recently died.

Reading

Appeals from decisions of the city board of tax revision and appeals in the case of two theatres were filed by Schad Theatres, Inc. They are the Astor, J. Lester Stallman, manager, and the Strand, Donald Hinkle, manager. Dr. Harry J. Schad, owner of the two theatres, is president of the company. The assessment on the Astor, downtown, is $331,000. The valuation for tax purposes of the Strand, large neighborhood house, is $86,000. Judge Warren K. Hess listed both appeals for an early hearing, possibly this month. The appeals are based on the claim that they are inequitable in comparison with most other valuations of business properties in their respective areas, and that, in general they are far above the 35 per cent of market value basis adopted last year for tax payments in 1955. Both valuations had been appealed to city authorities, the board of tax revision and appeals, and had been turned down. Action of the theatre owners on their valuations has not been announced by the board.

Seven hundred and fifty local and Berks County people paid approximately $11 each to travel by train to New York for an afternoon showing of "Plain and Fancy," Pennsylvania-German musical show about the Amish, a religious sect in Lancaster, and Berks Counties. Fifty-three other persons were on the train but only 750 bought tickets, price included in the $11, for the show as well as the ride. Another trainload is being arranged for April 2.

Mrs. C. E. Reckard, Mohnton, Pa., a Reading suburb, a dog fancier active in kennel clubs here, was shown on the Astor screen in a news reel, photographed at the annual Westminster Kennel Club Show in New York's Madison Square Garden.

Theatre managers here are looking askance at the Central YMCA boys' department, showing free movies every Saturday afternoon now, instead of only on Friday nights as in the past. These shows are in competition with the regular Saturday afternoon shows of theatres in city and suburbs. Saturdays are the only days when many parents permit their children to go to movies or sports events. The Y shows bring no tax revenue into the city treasury.

Scranton

In addition to his customary radio and newspaper advertising, when "The Long Gray Line" opened last week at the Comerford, manager Ed McGovern was aided by the national outdoor advertising campaign when the length and breadth of 28 towns in Lackawanna County were posted. In addition, two attractive 11 by five feet high cut-outs of the film flanked a truck which toured the valley for several days prior to the opening. In the Sunday Press, an eye catching teaser campaign of the film was effectively used.

The pre-Easter season was officially proclaimed in this city when the Easter Bunny arrived at one of the larger department stores welcomed by the city fathers, coincident with the showing of "Disneyrama." The 12 cartoons in CinemaScope delighted the throngs of children who witnessed the performance, accoring to manager Bill Kays

Tom Thomas, manager, Thomas, Taylor, Pa., has announced that the fourth annual Easter theatre party sponsored by the members of the R. and L. Civic Club will be held on April 11. William Feeney, general chairman, has selected the following residents to assist in the arrangements, Oliver Harris, Donald Bowen, Harry Steevers, William J. Ott, Louis Mulka, George Kohler, Michael Moran, and Thomas Jones. . . . The Second Ward Sports Booster Club, Dunmore, Pa., conducted a theatre party for the girls of the Ward in the Orient, of which Jim Edwards is manager.

Mary Maloney, for many years an employe of the Comerford Theatres, resigned to take a position as secretary in the office of the Governor, Harrisburg. Prior to her departure, a party was tendered Miss Maloney by her co-workers in the Blue Lantern Restaurant, when she was presented with a gift. There were 25 in attendance. . . . Tom Comerford became a grandfather again when his daughter, Ann Comerford Roche, gave birth to a baby boy, her fourth son. . . . Tom Carey, district manager, Comerford Theatres, Waverly, Pa., was a visitor here. . . . Mrs. Ann Healey, Comerford, is a surgical patient at the Mercy Hospital. Patsy Neary, Capitol, has taken over for Mrs. Neary in her absence.

York

James A. Carey announced that he will do his own buying and booking for the York and Elmwood.

Virginia

Salem

Mr. and Mrs. J. R. McLemore, owners, Salem, announced the celebration this month of the 25th anniversary of the Salem. The theatre, the second especially designed for sound pictures in Virginia, opened its doors on March 24 1930, under the sponsorship of the Salem Kiwanis Club for the benefit of underpriviliged children. Manager Robert L. Carper now operates a gift and stationery store in Salem and will participate in this big anniversary celebration. Managing the all modern Salem now is Robert E. Harris, formerly of the Hedley in Texas.

Variety Clubs

Tent 13, Philadelphia

"Stranger On Horseback" was screened through the courtesy of United Artists.

MOTION PICTURE EXHIBITOR SERVISECTION

The Check-Up of all features and shorts for a nine-month period

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SECTION 2
Vol. 53, No. 20

MARCH 16, 1955

Allied Artists

(1953-54 releases from 5401; 1954-55 releases from 5501)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue—Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathios, Ann Doran—Satisfactory sports yarn for the duollers—80m.—see Nav. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, Jomes Lydon, Beverly Garland—Okeh outdaor show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lawer half entry—62m.—see March 23 issue. (5509)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jon Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Gorland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: 8. (5510)

PORT OF HELL—MD—Woyne Morris, Done Clark, Corole Mathews—Okeh programmer for the duallers—80m. —see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigon—Adequate entry for the lawer holf—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Irelond, Dorothy Malone, Keith Larsen—Topical meladrama for the lower half —69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

TARGET EARTH—SFD—Richard Denning, Virginio Grey, Richard Reeves—Okeh programmer for the duallers —75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerold, Yvonne DeCarlo—Good Irish comedy for the class and art spots—88m.—see Feb. 23 issue—(Mode in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Corole Matthews, Borton MocLone—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(Enalish-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

AFRICAN FURY—Jungle documentary—(Color). (5411)
ANNAPOLIS STORY, AN—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor). (5513)
BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)
CASE OF THE RED MONKEY—Richard Conte, Rono Anderson, Russel Napier—(English Made).
DARK VENTURE—Fronk Lovejoy, Forrest Tucker, Peggie Castle.
HIGH SOCIETY—Leo Gorcey, Huntz Hall, Amanda Blake. (5514)
LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Groy, Thomas Gomez.
LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale.
SHOTGUN—Sterling Hoyden, Yvonne DeCorlo, Zachary Scott—(Print by Technicolor). (5515)
SPY CHASERS—Bowery Boys, Lisa Dovis.
WARRIOR, THE—Errol Flynn, Janne Dru, Peter Finch—(Color)—(CinemaScope)—(Mode In England).
WICHITA—Joel McCreo, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tildo Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import far the duallers —89m.—see Oct. 20 issue—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchol—Impart will find slaw going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dionne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alon Ladd, Patricio Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Colhoun, Stephen McNally, Brian Aherne—Off beat dramo will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberta Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Wolsh, Dovid Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

FIRE OVER AFRICA—MD—Maureen O'Horo, Macdonald Carey, Binnie Bornes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tongier) —(1.85-1). (716)

HELL BELOW ZERO—MD—Alon Lodd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Mode in England). (709)

HUMAN DESIRE—D—Glenn Ford, Glorio Grohome, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m. —see Sept. 8 issue—(Mode in Italy)—(English dialogue). (703)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betto St. John, Jomes Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Moureen O'Hora, Robert Froncis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Noncy Gates, Jomes Griffith—Okeh program western —73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Jonis Carter—Reissue hos names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stonton—Okeh programmer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Hollidoy, Jack Lemmon, Jack Corson, Kim Novak—Entertaining comedy has names to help —91m.—see Nov. 3 issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Paul Henreid, Potricio Medino, Paul Newlond—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Corey—Interesting meller—88m.—see Sept. 8 issue. (704)

TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoyo, Donno Martell—Western has action and angles —80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)

THREE FOR THE SHOW—MUC—Betty Groble, Jack Lemmon, Marge ond Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh far the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn —96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)

WOMEN'S PRISON—MD—Ido Lupino, Jon Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: B. (726)

WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure droma
ACD—Action drama
BID—Biographical droma
BIDMU—Biographical dramo with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musicol
COMP—Compilotion
COSMD—Costume melodroma
D—Droma
DMU—Dromatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musicol western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodroma
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor dramo
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romontic comedy musical
ROMD—Romantic dromo
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

BEST of all contemporaries for nearly 20 years . . . this Yellow CHECK-UP will be BETTER FOR YOU in the years to come.

●

CHANGES ARE BEING MADE . . . Watch them develop issue by issue!

TO BE REVIEWED OR IN PRODUCTION

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Braselie, Connie Towers—(Technicolor.

CALICO PONY, THE—Van Heflin, Joan Woodward, Raymond Burr—(CinemaScope).

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(CinemaScope).

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker —(Technicolor).

END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).

FIVE AGAINST THE HOUSE—Guy Madisan, Kim Novak, Brian Keith.

GENTLE WOLFHOUND, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

JAIL BAIT—Tommy Cook, Frank Griffin, Molly McCart.

JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor) —(Made in England).

TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).

APPOINTMENT FOR MURDER—MD—Umberto Spadara, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittoria DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles) —Leg.: C.

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—BBm.—see March 23 issue (Italian—French made)—(Dubbed in English).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedea Nazzari—(Dubbed in English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English)—Leg.: B.

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue. (5327)

BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—Far the lower half—63m.—see Jan. 12 Issue (Made in Spain and England). (5402)

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer far the lower half—68m. —see May 19 issue—(English-made). (5310)

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 Issue—(English-made). (5326)

RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—Far the programmers—68m.—see Jan. 26 issue—(English-made). (5403)

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made). (5329)

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made). (5330)

THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitatian entry can be sald—78m. —see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)

THUNDER PASS—OMD—Fair programmer—Dane Clark, Darothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)

UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)

GLASS TOMB—John Ireland—(English-made). (5409)

LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)

SILVER STAR, THE—Marie Windsor, Bartan MacLane, Edward Buchanan, Lon Chaney. (5411)

THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names ta sell—144m. —see Feb. 9 issue—(Technicolor). (520)

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles —112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 Issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 Issue—(Eastman color)—(CinemaScope). (515)

BATTLEGROUND—D—Van Johnson, John Hodiak, Ricarda Montalban—World War II reissue has names ta help —117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 Issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (502)

BETRAYED—MD—Clark Gable, Lana Turner, Victar Mature —Names will have to make the difference—108m.—see Sept. 8 Issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS). (501)

BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Maderate pragrammer—90m.—see Nov. 17 issue—(Made in England)—(1.75-1). (511)

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberan, Helen Traubel—High rating—132m.—see Dec. 1 Issue —Leg.: B—(Eastman Color)—(Print by Technicolor)—(1.75-1). (512)

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue af familiar story—127m.—see Oct. 6 issue—(506).

GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color)—(522).

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)

HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—(Eastman Color)—(CinemaScope). (519)

JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 Issue—(Eastman color)—(CinemaScope). (518)

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 Issue—(Eastman color)—(Cinemascope)—Leg.: B. (517)

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. B issue—Leg.: B—(1.75-1). (503)

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue. (509)

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (50B)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BEDEVILLED—Anne Baxter, Steve Forrest—(Eastman Color) —(CinemaScope)—(Made in France)—89m.

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Eastman Color)—(Print by Technicolor).

MOONFLEET—Stewart Granger, Viveca Lindfars, Joan Greenwood—(Color)—(CinemaScope).

PRODIGAL, THE—Lana Turner, Edmund Purdam, Taina Elg—(Eastman Color)—(Print by Technicolor)—(CinemaScope).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases fram 5400)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-; SS indicates availability of stereophonic sound; PS indicates availability af Perspecta sound)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

COUNTRY GIRL, THE—D—Bing Crasby, Grace Kelly, William Halden—High rating drama—104m.—see Dec. 15 issue. (5409)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Halden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nav. 3 issue—(Technicolor) —(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grasses—Bing Crosby, Danny Kaye, Rasemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—Leg.: B. (5407)

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy, Francis L. Sullivan—(Technicolor)—(VistaVision)—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAMBO—Silvana Mangano, Shelley Winters, Vittorie Gassman—(Made in Italy). (5406)

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(Technicolor)—(VistaVision).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS)—Leg.: B. (5410)

SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobias—(Technicolor)—(VistaVision).

STRATEGIC AIR COMMAND—James Stewart, June Allyson, Frank Lovejoy—(Technicolor)—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision) —(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5408)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicalor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision) —(PS).

RKO

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdaor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names ta help—84m.—see Sept. 8 issue. (570)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

PASSION—MD—Cornel Wilde, Yvonne De Carla, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 issue—(Color)—(Made in Guatemala).

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m. —see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m. —see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has explaitation possibilities—73m. —see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

ESCAPE TO BURMA—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope). (512)

JET PILOT — Jahn Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Rabertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 issue. (5326)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor).

ROOGIE'S BUMP—FAN—Robert Marriot, Ollve Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Tapical meller has exploitatlon possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.ı B—(italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor).

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lackwood, Orsan Wells, Forrest Tucker—Scottish camedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN MANHUNT—Myron Healey, Karen Booth, John Kellog.

BIG JACKPOT—Victor McLaglen, Gloria Pall.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DON JUAN'S NIGHT OF LOVE—Ray Vallone, Silvana Pomponini, Michele Philippe.

ETERNAL SEA, THE—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

FOREIGN ADVENTURE, A—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GUNMAN, THE—Ray Milland, Mary Murphy—(Trucolor).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middleton.

MAGIC FIRE—Yvonne De Carla, Carlas Thompson, Rita Gam—(Trucolor)—(Made in Germany).

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

TEXAS LEGIONAIRES, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

YELLOW NECK—Lyn McCarthy, Stephen Courtleigh, Beury Kroeger.

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.ı B—(Color by DeLuxe)—(Cinema-Scope). (424)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Andersan, Patric Barr—Far the lower half—75m.—see Nov. 17 issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe) —(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe) —(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.ı B—(Color by DeLuxe)—(CinemaScope). (422)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Marlon Branda, Jean Simmons, Merle Oberan —Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—Far the duallers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmans, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Rabertson, Debra Paget, Thamas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.ı B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m. —see Jan. 26 issue—(Made in Mexico). (506)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—Far the lower half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color) —(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue —(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Baane—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor). (408)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(Cinema-Scope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue.

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m. —see March 9 issue—(Color by DeLuxe)—(Cinema-Scope). (507)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Cliftan Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed far the better maney—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, Kenneth More—(Color). (508)

ANGELA—Dennis O'Keefe, Mara Lane. (511)

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope). (515)

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

LIVING SWAMP, THE—Nature in the Okefenokee Swamp —(Color)—(CinemaScope). (512)

MAGNIFICENT MATADOR, THE—Maureen O'Hara, Anthony Quinn—(Technicolor)—(CinemaScope). (513)

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope). (509)

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell, Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong). (514)

TALL MEN, THE—Clark Gable, Eleanor Parker, Jane Russell—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England). (504)

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemaScope). (510)

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh pragrammer—82m.—see Jan. 12 issue—(Tors-Arthur).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BLACK TUESDAY — MD — Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahan-Vassaratti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine pragrammer will fit inta the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lawer half—82m.—see Nov. 4 issue—Leg.ı B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lawer half—83m.—see Sept. 22 issue—Leg.ı B—(Print by Technicolar)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh far the lawer half—71m.—see Aug. 25 issue—(Calor)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rase Bascom, Frankie Darro—Weak western for the lewer half—62m.—see Nov. 3 issue—(Raval West).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 Issue—(English-made)—(Rank)—(1.66-1).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchan—Satisfactary programmer for the lower half—77m.—see Nov. 3 Issue—(Filmed in Canada)—(MPTV)—(1.66-1).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nina Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 Issue—(Technicolor)—(Made in India)—(Ferrin).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 Issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 Issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lawer half—80m.—see Nov. 3 issue—(Phoenix).

STRANGER ON HORSEBACK—OMD—Jael McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m.—see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 Issue—(Bassler)—(1.75-1).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 Issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 Issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Calor)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany Import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicalor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlas Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassau).

BIG HOUSE, U. S. A.—Broderick Crawford, Ralph Meeker—(Schenck).

BRASS RING, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

BULLET FOR JOEY, A—Edward G. Robinson, George Raft, Audrey Tatter—(Bischoff-Diamond).

CANYON CROSSROADS—Richard Basehart, Phyllis Kirk, Steven Elliot—(Joyce-Werker).

DEADLY PACEMAKER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.)

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

KISS ME DEADLY—Ralph Meeker, Cloris Leachman, Albert Dekker—(Aldrich).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

MARTY—Ernest Borgnine, Betsy Blair—(Hecht-Lancaster).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

PURPLE PLAIN, THE—Gregory Peck, Win Min Than—(Made in Ceylon)—(Technicolor)—(Bryan).

ROBBER'S ROOST—George Montgomery, Richard Boone—(Eastman Color)—(Goldstein-Jacks).

SABAKA—Boris Karloff, Nino Marcel, Reginald Denny—(Technicalor)—(Ferrin)—(Made in India)—77m.

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

SUMMERTIME—Katherine Hepburn, Rossono Brazzi, Isa Miranda—(Technicolor)—(Made in Itoly)—(Lopert-Leon).

TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtob—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Baird-Foster).

TRAPEZE—Burt Loncoster, Gina Lollobrigido—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Costello, Lynn Barl—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 Issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regulor 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicalar)—(CinemaScope) (517)

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolar)—Leg.: B. ()

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

HIGH AND DRY—C—Paul Dauglas, Alex Mackenzie, Darothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Nael Purcell—Okeh programmer or art house entry—82m.—see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicalar). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(1.85-1). (504)

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope—505)—(regular—506).

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 Issue—(Technicalor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). ()

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE MUMMY—Bud Abbott, Lou Costello.

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

CULT OF THE COBRA—Faith Domergue, Richard Long, Marshall Thompson.

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor)—(Wide-screen).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

LOOTERS, THE—Rory Calhoun, Julie Adams, Thomas Gamez.

MAN FROM BITTER RIDGE, THE—Lex Barker, Mera Cordey—(Color).

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor).

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

REVENGE OF THE CREATURE—John Agar, Lori Nelson, John Bromfield—(3-D and 2-D).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

THIS ISLAND EARTH—Rex Reason, Faith Domergue—(Technicolor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman—High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScape). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 Issue—(WarnerColor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nav. 17 issue—(WarnerColar)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Croin, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScape. (414)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue. (406)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 Issue—Leg.: B—(Technicolor)—(CinemaScope). (403)

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 Issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).

BLOOD ALLEY—John Wayne, Lauren Bocall—(WarnerColor)—(CinemaScope)—Leg.: B.

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

JUMP INTO HELL—Jacques Sernas, Kurt Kasznar, Arnold Moss (410)

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cineroma)—(Stanley-Warner Cinerama).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color)—(DCA).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirote yorn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia)—(DCA).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue (Filmakers).

STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy)—(DCA).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots 53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr, Contessa Vera Richkova—Foir burlesque entry—66m.—(Partly in color)—(Union).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-mode)—(De Rochemont)—(DCA).

ANNA CROSS, THE—D—Anna Lorianova, A. Sashin-Nikolsky, V. Vlodislovsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-mode)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Lilia Prodo, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BELLES OF ST. TRINIAN'S, THE—C—Alstoir Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldmon).

COMPANIONS OF THE NIGHT—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FOUR WAYS OUT—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .

GREEN SCARF, THE — MYD — Michael Redgrave, Kleron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegorde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue — (French-mode) — (English titles) — Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Moy Britt, Alf Kjellin, Berger Molsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-mode)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Italian-made)—(Buena Vista through various franchise holders).

INSPECTOR CALLS, AN—D—Alastair Sim, Olgo Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohon, Nell Hoyes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungorian made)—(Color)—(English narration)—(Artkino).

LOVERS, HAPPY LOVERS—C—Gerard Phlipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Akaki Khrava, Besa Imani, Adivie Alibali—Historical action drama for Russion spots—95m.—see July 28 issue—(Russian-made)—(English titles—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TRUE AND THE FALSE, THE—D—Signe Hasso, William Langford, Michael Road—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B — (Japanese-made) — (English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Yves Montand, Charles Vanel, Vera Crouzot—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)			

SERIALS (4)

7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse			

CANDID MICROPHONES (Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934

COLOR FAVORITES (15) (Technicolor) (Reissues)

7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber			

MR. MAGOO (4) (Technicolor)

7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926

MR. MAGOO SPECIAL (Technicolor) (CinemaScope)

7509	(Jan. 6)	When Magoo Flew	E	7m.	3857

(1954-55)

MUSICAL SPECIAL (1)

7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7853	(Nov. 18)	Hollywood Cowboy Stars			
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers			

THRILLS OF MUSIC (6) (Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys.	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934

UPA ASSORTED CARTOONS (4) (Technicolor)

7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Feb. 24)	Babie Boogie			

WORLD OF SPORTS (10)

7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise			

MGM

TWO REEL SPECIAL

		MGM's 1955 Motion Picture Celebration	G	18m.	3933

One Reel

CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	

CINEMASCOPE CARTOONS (4) (Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)		7m.	
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)			

FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara			

GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse			
	(Mar.)	Salt Water Tabby			

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed			

Paramount

SPECIAL (Technicolor)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933

CARTOON CHAMPIONS (6) (Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6) (Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek			
B14-4	(Mar. 4)	Keep Your Grin Up			

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive			

HEADLINER CHAMPIONS THRILLS (6) (Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amllies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4) (Technicolor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood			

NOVELTOONS (6) (Technicolor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes			

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	F	10m.	

POPEYE CARTOONS (8) (Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags			
E14-4	(Feb. 11)	Nurse To Meet Ya			

TOPPERS (6)

M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore			

VISTAVISION SPECIAL

V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
		Paramount Presents VistaVision	G	20m.	3933

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Nolsy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan		16m.	
53106	(Apr. 1)	Finders Keepers		15½m.	

SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(.....)	Basketball Highlights			

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase		8m.	
54208	(Apr. 1)	Bush Doctor			

SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt		8m.	
54308	(Mar. 18)	Here's Hockey			
54309	(Apr. 15)	Jai Alai			

WALT DISNEY CARTOONS (3) (Technicolor)

(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)

54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887

WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)

54103	(Jan. 14)	No Hunting (D)	E	6m.	39 6

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe			
54105	(Feb. 18)	Lake Titicaca			
54106	(Mar. 11)	Contrasts in Rhythm			
54108	(Apr. 1)	Blame It On The Samba			
54108	(Apr. 22)	Chip An' Dale			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Relssue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again		13ep.	
		One Reel THIS WORLD OF OURS (6) (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

		CINEMASCOPE SPECIALS (Color)			
7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	()	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m	.3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Jan.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			
		One Reel SEE IT HAPPEN (6)			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort In Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle In Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort In the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants In Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland			
5504	(Feb.)	Swooning The Swooners			
5506	(Mar.)	Gandy Goose In It's All In The Stars			
5508	(Apr.)	The Two-Headed Giant			

United Artists

		SPORTS SPECIAL			
		Marciano-Charles Fight	G	21m.	3848

Universal-International

		Two Reel MUSICAL FEATURETTES (13)			
1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	3925
		One Reel VISTARAMA SPECIAL (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	3926

Warners

		SPECIALS (12) (Technicolor)			
2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler			
		CLASSICS OF THE SCREEN (6)			
2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young			
		One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Opraar			
2307	(Feb. 26)	You Were Never Duckier			
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare			
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator		10m.	
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days			

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Composers In Clay (United World)	G	22m.	3856
For Peace and Friendship (Color) (Artkino)	F	39m.	3887
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle in Music, A (American)	G	8m.	3900
Mystery Of Leonardo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m.	3856
Paul Gauguin (Pictura)	G	13m.	3848
Queen's Colors, The (McDonald)	E	17m.	3918
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
Story of Light, The (Color) (Bondy)	E	9m.	3866
USSR Today No. 19 (Artkino)	F	12m.	3844
USSR Today No. 24 (Artkino)	F	19m.	3874
World of Life, The No. 1 (Meadow)	G	16m.	3873
World of Life, The No. 7 (Meadow)	G	16m.	3873
World Of Life, The, No. 10 (Meadow)	G	16m.	3933
World of Life, The No. 13 (Meadow)	F	16m.	3873
World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,— for it will be up-to-date the next time issued.

IN YOUR HANDS NOW—

you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

FEBRUARY

The Big Combo
C. Wilde, R. Conte, J. Wallace

Murder Is My Seat
B. Payton, P. Langton

MARCH

Seven Angry Men
R. Massey, D. Paget, J. Hunter

The Big Tip Off
R. Conte, C. Smith, B. Bennett

Dial Red O
B. Elliott, K. Larsen, H. Stanley

APRIL

An Annapolis Story
J. Derek, K. McCarthy, D. Lynn
(Technicolor)

Shotgun
S. Hayden, Y. DeCorlo, Z. Scott
(Technicolor)

High Society
L. Gorcey, H. Holl, A. Blake

COLUMBIA

FEBRUARY

Ten Wanted Men
R. Scott, J. Brando
(Technicolor)

Women's Prison
I. Lupino, J. Sterling, C. Moore, H. Duff

Pirates Of Tripoli
P. Henreid, P. Medina
(Technicolor)

MARCH

New Orleans Uncensored
A Franz, B. Garland, H. Stanton

Wyoming Renegades
P. Carey, G. Evans, W. Bishop
(Technicolor)

The Detective
A. Guinness, J. Greenwood, P. Finch
(English-made)

APRIL

Three For The Show
B. Groble, J. Lemmon, M. and G. Champion
(Technicolor)
(CinemaScope)

Jungle Moon Men
J. Weissmuller, J. Byron, B. Curtis

The Return Of October
(Reissue)

LIPPERT

FEBRUARY

MARCH

Thunder Over Sangoland
J. Hall, M. Lord

APRIL

The Glass Tomb
J. Ireland
(Made in England)

METRO

FEBRUARY

Many Rivers To Cross
R. Taylor, E. Parker, V. McLaglen
(Color)
(CinemaScope)

Jupiter's Darling
E. Williams, H. Keel, G. Sanders
(Technicolor)
(CinemaScope)

MARCH

Hit The Deck
J. Powell, D. Reynolds, V. Damone
(Color)
(CinemaScope)

Anchors Aweigh
(Reissue)

APRIL

The Glass Slipper
L. Caron, M. Wilding, K. Wynn
(Eastman color)

Bedevilled
A. Baxter, S. Forrest
(Eastman Color)
(CinemaScope)

PARAMOUNT

FEBRUARY

The Conquest Of Space
E. Fleming, W. Redfield, G. Johnson
(Technicolor)

MARCH

The Country Girl
B. Crosby, G. Kelly, W. Holden

APRIL

Run For Cover
J. Cagney, J. Derek, V. Lindfors
(Technicolor)
(VistaVision)

Mambo
S. Winters, S. Mangano V. Gassman

RKO

FEBRUARY

Underwater!
J. Russell, R. Egan G. Roland
(Technicolor)
(Superscope)

Tarzan's Hidden Jungle
G. Scott, V. Miles

MARCH

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

APRIL

Escape To Burma
B. Stanwyck, D. Ferrar, R. Ryan
(Technicolor)
(SuperScope)

Rage At Dawn
R. Scott, M. Powers, F. Tucker
(Technicolor)

REPUBLIC

FEBRUARY

Timberjack
S. Hayden, V. Ralston, D. Brian
(Trucolor)

MARCH

Yellowneck
L. McCarthy, S. Courtleigh, B. Kroeger
(Trucolor)

A Day To Remember
S. Halloway, J. Rice, O. Versois
(English-made)

APRIL

Santa Fe Passage
J. Payne, F. Domergue, R. Comeron
(Trucolor)

20th-FOX

FEBRUARY

White Feather
R. Wagner, D. Paget, D. Robertson
(Made in Mexico)
(Color)
(CinemaScope)

The Racers
K. Douglas, G. Roland, B. Darvi
(Partly made in Europe)
(Color)
(CinemaScope)

Belle Starr's Daughter

Dakota Lil
(Reissue)

MARCH

Untamed
T. Power, S. Hayward, R. Egan
(Color)
(CinemaScope)

Angela
D. O'Keefe, M. Lane

APRIL

A Man Called Peter
J. Peters, R. Todd, R. Burton
(DeLuxe color)
(CinemaScope)

Violent Saturday
V. Mature, S. Sidney
(DeLuxe color)
(CinemaScope)

The Adventures Of Sadie
J. Collins, K. More, G. Cole
(Color)

UNITED ARTISTS

FEBRUARY

Sabaka
B. Karloff, N. Marcel, J. Foray
(Technicolor)
(Made in India)
(Ferrin)

Canyon Crossroads
R. Basehart P. Kirk, S. Elliott
(Joyce-Werker)

The Good Die Young
L. Harvey, G. Grahame, R. Basehart
(Remus)

MARCH

Big House, U.S.A.
B. Crawford, R. Meeker
(Schenck-Koch)

Stranger On Horseback
J. McCrea, Miroslava
(Technicolor)
(Goldstein)

Marty
E. Borgnine, B. Blair
(Hecht-Lancaster)

APRIL

The Purple Plain
G. Peck
(Made in Ceylon)
(Technicolor)
(Rank)

A Bullet For Joey
E. G. Robinson, G. Raft, A. Totter
(Bischoff-Diamond)

Lilacs In The Spring
E. Flynn, A. Neagle
(Eastman color)
(English-made)
(Wilcox)

U.-INT.

FEBRUARY

The Far Country
J. Stewart, R. Roman, C. Calvet
(Technicolor)

Six Bridges To Cross
T. Curtis, J. Adams, G. Nader

Abbott and Costello Meet The Keystone Kops
B. Abbott, L. Costello

MARCH

Captain Lightfoot
R. Hudson, B. Rush
(Technicolor)
(CinemaScope)
(Made in Ireland)

Smoke Signal
D. Andrews, P. Laurie
(Technicolor)

Land Of Fury
J. Hawkins, G. Johns
(Eastman color)
(Print by Technicolor)
(Made in New Zealand)
(Rank)

APRIL

Chief Crazy Horse
V. Mature, S. Ball, J. Lund
(Print by Technicolor)
(CinemaScope)

Ma and Pa Kettle At Waikiki
M. Main, P. Kilbride, L. Nelson

Man Without A Star
K. Douglas, J. Crain, C. Trevor
(Technicolor)

WARNERS

FEBRUARY

The Silver Chalice
V. Mayo, P. Newman, J. Palance, P. Angeli
(WarnerColor)
(CinemaScope)

Unchained
E. Hirsch, B. Hale C. Morris

MARCH

Battle Cry
A. Ray, M. Freeman, V. Heflin
(WarnerColor)
(CinemaScope)

New York Confidential
B. Crawford, A. Bancroft, R. Conte

APRIL

East Of Eden
J. Harris, J. Dean, R. Massey
(WarnerColor)
(CinemaScope)

OBSERVATIONS

April 3—Palm Sunday
7-8—Passover
8—Good Friday
10—Easter

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
MARCH	1-30	8	16	23
APRIL	28	7	15	22

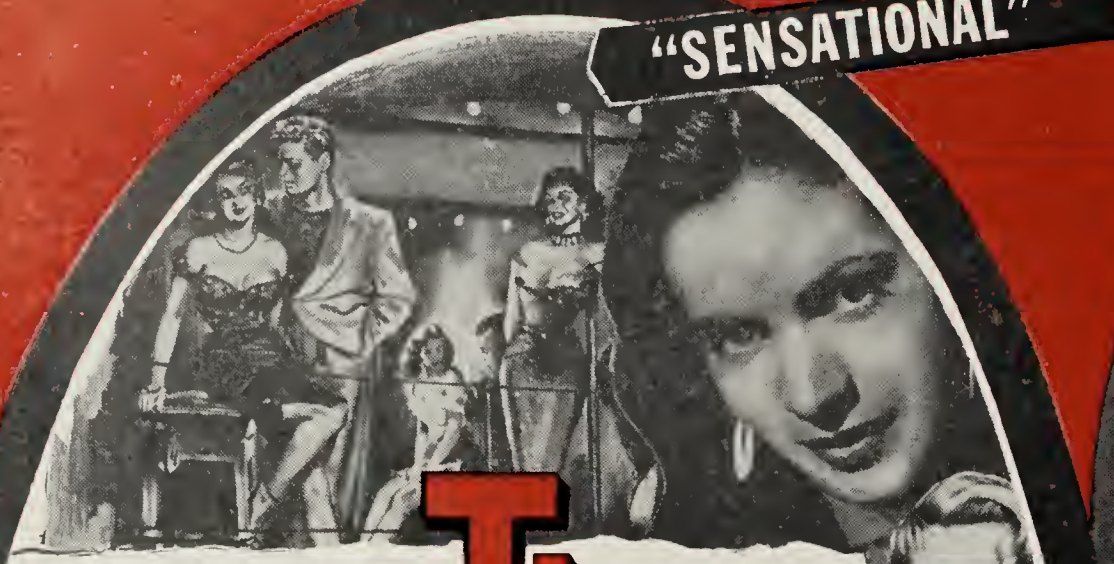
FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

Superior Screen Fare of Capacity-Business Potentialities

— BOXOFFICE

"SENSATIONAL"



TOO EAGER!
TOO INNOCENT!
and far, far
TOO WILLING!

It was the beginning of the end... feared by every woman who has fallen madly in love with a man!

They were so Young

...AND SO BEAUTIFUL!



Starring

SCOTT BRADY · JOHANNA MATZ
RAYMOND BURR

Produced and Directed by **KURT NEUMANN** who gave you "CARNIVAL STORY"
Screenplay by Felix Luetzkendorf and Kurt Neumann

A CORONA FILMS Production

FILMED FOR WIDE SCREEN

"ENGROSSING"

"IT IS DOUBTFUL THAT THE WHITE-SLAVERY THEME HAS EVER BEEN APPROACHED WITH SUCH GOOD TASTE, and so entirely free from offensiveness as in this enlightening, engrossing and exciting drama!"

—***BOXOFFICE***

"MAY VERY WELL PROVE TO BE AN OUTSTANDING SLEEPER. Adult entertainment with a special femme appeal. The exhibitor who gives this picture an extra 'push' will be repaid at the boxoffice!"

—***FILM DAILY***

"SEXY"

"It is sexy all the way through...a high-class white-slave picture!"

—***HARRISON'S REPORTS***

"PLENTY OF STRONG EXPLOITATION ANGLES, picture deals with a very sensational theme, while avoiding anything censorable!"

—***HOLLYWOOD REPORTER***

"Distributors have winning chance to cash in on their showmanship with this film!"

—***M. P. DAILY***

BOOK IT NOW FROM YOUR NEAREST LIPPERT BRANCH

ATLANTA Howco Exchange, Inc. • **BOSTON** Screen Guild Productions of N. E., Inc. • **BUFFALO** Leiser Film Distributing Co., Inc. • **CHARLOTTE** Screen Guild Productions of Carolinas, Inc. • **CHICAGO** Albert Dezel, Inc. • **CINCINNATI** Realart Pictures of Cincinnati • **CLEVELAND** Imperial Pictures, Inc. • **DALLAS** Herman Beiersdorf Distributing Co. • **DENVER** Lippert Pictures of Colorado • **DES MOINES** Hollywood Pictures, Inc. • **DETROIT** Albert Dezel Productions, Inc. • **INDIANAPOLIS** Safer Film Distributors, Inc. • **KANSAS CITY** United Film Exchange • **LOS ANGELES** Kranz-Levin Pictures • **MEMPHIS** Colonial Pictures of Tennessee • **MILWAUKEE** Screen Guild Productions of Wisconsin, Inc. • **MINNEAPOLIS** Lippert Pictures of Minnesota, Inc. • **NEW ORLEANS** Lippert Pictures of Louisiana • **NEW YORK** Favorite Pictures Exchange of N. Y., Inc. • **OKLAHOMA CITY** Screen Guild Productions of Oklahoma • **OMAHA** Hollywood Pictures, Inc. • **PHILADELPHIA** Screen Guild Productions of Philadelphia • **PITTSBURGH** Screen Guild Productions of Pittsburgh, Inc. • **PORTLAND** Northwest Releasing Corp. • **ST. LOUIS** Realart Pictures of St. Louis, Inc. • **SALT LAKE CITY** Lippert Pictures Exchange • **SAN FRANCISCO** Lippert Pictures of Northern California • **SEATTLE** Northwest Releasing Corp. • **WASHINGTON, D. C.** Lippert Pictures Exchange, Inc.

Foreign Sales Department: Lippert Pictures · William M. Pizor, 723 Seventh Avenue, New York 19, N. Y. · Cable Address: Lippfilms

MOTION PICTURE

EXHIBITOR

MARCH 23, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



UA Promises 90 In Three Years

(page 5)

A Plea For One Exhibitor Group

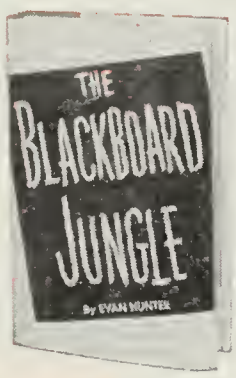
(editorial)

AND FEATURING: THE SERVISECTION

Steve Broidy, Allied Artists president, is currently on a 14 city tour telling the AA story to exhibitors and the press with concentration on upcoming features.

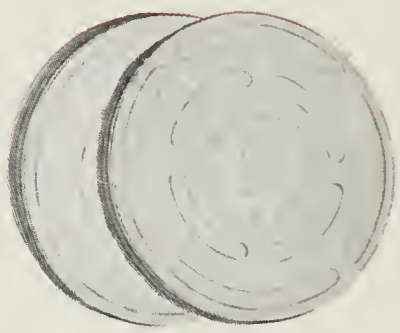
"BLACKBOARD BALLYHOO!

Hottest Picture Of The Year! Give It The Works



SOCK NOVEL!

Tie-up book store windows with displays of stills! Regular edition and Pocketbook!



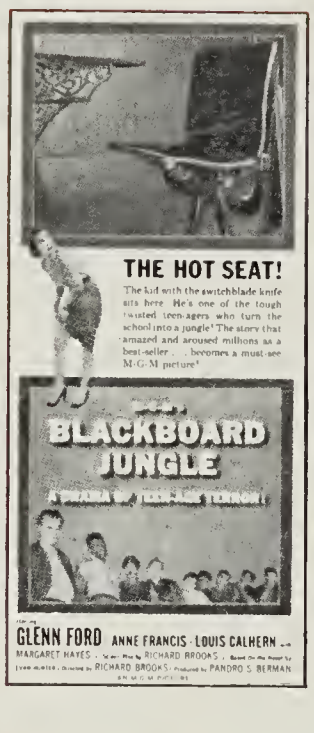
SOCK TRAILERS!

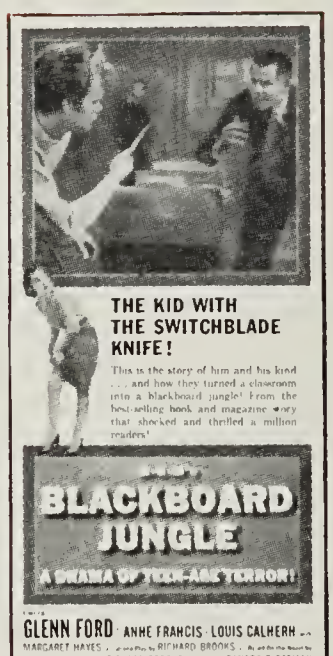
Teaser and regular trailers pack a wallop! Run them far ahead of playdate!



SOCK RECORD!

"Rock Around The Clock" theme song is hot for tie-ups and lobby use!





SOCK AD CAMPAIGN!

Use extra space. Here samples of TNT ad ser

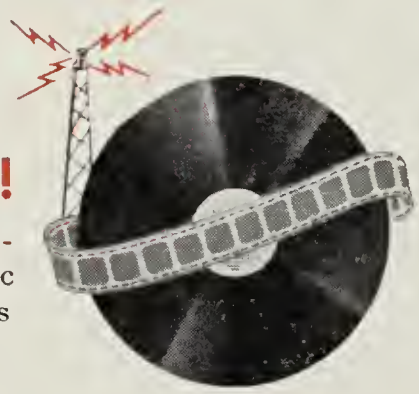


SOCK STANDEE!

40 x 80 lobby flash that's ticket-selling! Use it weeks in advance!

SOCK RADIO! TV!

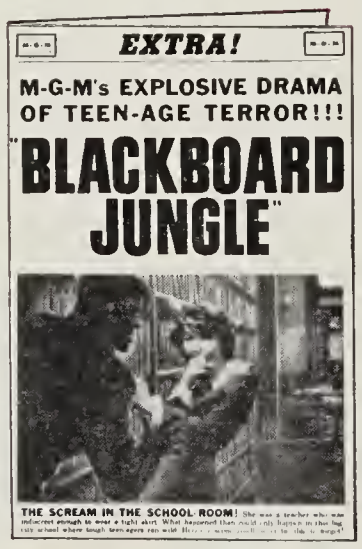
Plan saturation campaign with terrific radio transcriptions and TV spots!





SOCK POSTERS

In New York 10 trucks covered the city, especial the school areas. Pictorial 24-sheet also availabl



SOCK HERALD!

4-page tabloid sizzling with mass appeal!

M-G-M presents

"BLACKBOARD JUNGL

Starring

GLENN FORD

ANNE FRANCIS · LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS

Based On the Novel by EVAN HUNTER

Directed by

RICHARD BROOKS · PANDRO S. BERMAN

Produced by

(Available in Perspecta Stereophonic or 1-Channel Sound)

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH 23, 1955
VOLUME 53 NUMBER 21

A PLEA FOR ONE THEATREOWNER ASSOCIATION

PROBABLY AT NO TIME in the entire history of this industry has there been more reason for one, honest, objective, capably led, and 100 per cent representative theatre organization.

There was a day when only Allied represented the little fellow; when the Theatre Owners of America was producer dominated through the paying membership of the latter's theatre affiliates; and when the antipathy of these two toward one another bred many splinter groups, usually at local levels, of sincere theatremen who couldn't stomach the shenanigans of either. But much of that is changed. Through their locally sponsored and locally owned buying combines, Allied today bids fair to be called a combination of the big fellows. And the Theatre Owners of America, with theatre divorcement unshackeling the hands of some pretty aggressive younger bloods, seems to have become as liberal in their thoughts as Allied ever hoped to be.

If these two organizations, fostered by the wisdom and experience of their respective histories, and founded on an honest effort to serve all honest theatremen, should call a convention and unite as one powerful body of theatre executives, the splinter groups would join it willingly and enthusiastically.

On the national labor scene we have an impressive example of the power of unity. The gigantic A. F. of L. and the equally gigantic C. I. O. have found reason and need to forget the ambitions of their career executives and of their individual objectives and to join up as one united front of all organized labor. How much more important this could be to the relatively unorganized, harassed, and sick theatre industry.

Elsewhere in the motion picture field, each of the various branches have their one powerful organization. Studio technicians and labor have Dick Walsh's IATSE; actors have Actor's Equity; producers and distributors have Eric Johnston's MPA. Only theatremen, with the greatest single investment, with the cash boxes through which come the industry's income, and with the personal contact with the legislators, the newspapers, and the public, find themselves pushed around and subjected to dictation because there are so many exhibitor organizations that not one has the weight it should have.

So, let's think it over, men of exhibition. It is pretty certain that the way we are traveling, we're going from bad to worse. One organization could be a powerful protector and worth the effort.

If you agree, how about tearing out this page, initialing it, and sending it to the head of any organization to which you belong. If you don't belong to any, send it to one of the existing ones anyway. That will help them to guess at the increased membership they would have if they forgot their differences and got together.

MORE ABOUT NEWSPAPERS

WHILE IT IS an axiom of our industry that "A bad review never hurt a good picture, and a good review never helped a bad one," the "Egg-Head" critic who doesn't like anything Hollywood, or commercially successful, and who writes for his own tiny "Egg-Head" audience, is still one of the minor annoyances of most theatremen.

A case in point happened recently in Lancaster, Pa., a city of about 65,000, and afflicted with "One-Newspaperitis," so that any newspaperman could be the movie critic as well without fear of having his judgment ridiculed. The UA highly successful boxoffice picture, "Vera Cruz," starring Gary Cooper, Burt Lancaster, Technicolor, and Superscope, was booked into the Capitol. Not a critic's picture, but an obviously popular and commercial piece of entertainment, the alleged critic turned "Egg-Head" and panned it with the statement that Lancaster audiences didn't like it.

So what happened? The paper later was forced to admit:

> **"Vera Cruz" Makes Good.**
> **Ouch! After taking a soft punch at "Vera Cruz" and saying Lancaster audiences did not take kindly to the film, what happened? The Capitol held it over just to prove it had confidence in the picture, and it did good business. Chalk that one up as a bad guess.**

We choose to call it a bad review which would probably not have happened if there was another newspaper in opposition. Ho! Hum!

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; George Nonamaker, Mel Konecoff, Al Erlick, associate editors. Subscriptions: Any one of six sectional editions (NEW ENGLAND, NEW YORK STATE, PHILADELPHIA-WASHINGTON, SOUTHERN, MIDEAST, or MIDWEST-WESTERN) and the INTERNATIONAL edition; $2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues); The GENERAL edition containing all local news forms from all editions: $7.50 per year (52 issues) and outside of the United States, Canada, and Pan-American countries, $15 per year (52 issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

CAN NEWS

(Trade Headlines Of The Issue)

Distribution

UA officials present progress report, promise to release at least 30 top pictures per year during the next three years (page 5).

Negotiations between distributors and film salesmen reach crucial stage (page 10).

Foreign earnings for 1954 are estimated at a record figure by Department of Commerce (page 13).

Exhibition

Wilbur Snaper, president, New Jersey Allied, asks more films for children (page 16).

Al Lichtman, 20th-Fox, voices opposition to advertising CinemaScope films via 2-D trailers (page 16).

Financial

U-I earnings boost Decca financial report, with President Milton Rackmil voicing optimism (page 6).

International

Exhibitors in Ontario win a reduction in the admissions tax; Quebec theatre owners may affiliate with TOA; Belgium enters color print controversy; and Scotland prepares for premiere of 20th-Fox's "A Man Called Peter" (pages 7 and 20).

Legal

Three anti-trust suits are filed in New Jersey by former Chicago theatre operators (page 16).

Legislative

New York Senate okehs breakage bill with governor's approval following quickly (page 10).

Mel Konecoff

French leaders in exhibition, distribution, and production discuss plans for Cinerama debut in their country, general film situation in Paris on visit to the Paris and Fifth Avenue Cinema; other miscellaneous items are also covered (page 4).

Organizations

SCTOA asks distributors to improve system of competitive bidding (page 5).

Anti-toll-TV group changes its name, rallies outside support, and inaugurates economic research campaign (page 6).

National Allied clears up its objections to unwarranted use of COMPO name (page 6).

Production

Allied Artists launches drive for major status at meetings with exhibitors, led by President Steve Broidy (page 5).

New York foreign language press honors "On The Waterfront," gives other awards (page 16).



Albert E. Sindlinger, president, Sindlinger and Company, Inc., is seen as he recently presented an analysis of nation-wide motion picture theatre screen advertising in 16,000 theatres for the Association of Motion Picture Theatre Screen Advertising Distribution Companies at the Sheraton-Astor Hotel, New York City.

NEW YORK
By Mel Konecoff

FRENCHMEN Jean Thevenot, general manager, Societe Nouvelle Pathe Theatres and consultant in Pathe distribution and production, and Lucien Nachbaur, managing director, Pathe Circuit in Paris and throughout France, arrived here recently for conferences relative to bringing Cinerama to France and to consult with Duncan MacGregor, Jr., president, and Lillian Gerard, vice-president of their American subsidiary, operators of the Paris and Fifth Avenue Cinema here.



KONECOFF

Cinerama will make its French bow at a former legit house known as the Empire on May 15 and rates will resemble those of the legit circuit, which is under $3.00 per reserved seat, on a three-a-day basis. The circuit is commencing the erection of a new theatre to be known as the Wepler with a 2,000 seat capacity. As plans stand now, it will be equipped to handle both Cinerama and CinemaScope product with research presently in the works so that the same screen might be utilized. Completion is expected in about a year.

All the houses in the Pathe Circuit, 30 in France, of which 13 are in Paris, and the remainder in the provinces; and three first runs in Brussels are equipped with CinemaScope with a total of about 500 in the country able to show films in that medium at present and those in the larger cities featuring magnetic sound. CinemaScope has aided business materially even doubling the take on the initial films with some houses able to amortize the cost of the equipment on engagements of "The Robe." There are no 3-D pix playing Europe, according to the pair.

Film business has picked up considerably this year and is about 15 per cent ahead of last year with 1952 being the

(*Continued on page* 21)

BROADWAY GROSSES

(As of this Monday)

"Blackboard Jungle" Leads Pack

NEW YORK—Led by Loew's State, the Astor, and the Paramount, Broadway first-runs continued spotty over the weekend, although the theatres named were way out in front. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Battle Cry**" (Warners). Paramount held up well and was sure of $40,000 on the seventh week.

"**Untamed**" (20th-Fox). Roxy reported $16,551 for Friday, Saturday, and Sunday, with second session bound to top $32,000.

"**Hit The Deck**" (MGM). Radio City Music Hall, with stage show, tallied $78,000 for Thursday through Sunday, with the third week expected to reach $110,000.

"**The Country Girl**" (Paramount). Criterion did $22,000 on the 14th week.

"**On The Waterfront**" (Columbia). Globe with this replay anticipated the first week at $10,000.

"**Underwater**" (RKO). Mayfair expected the sixth week to garner $9,000.

"**East Of Eden**" (Warners). Astor reported a very good $52,000 second session.

"**New York Confidential**" (Warners). Victoria dropped to $9,000 on fifth week.

"**The Long Gray Line**" (Columbia). Capitol announced $29,000 for the sixth week.

"**Blackboard Jungle**" (MGM). Loew's State opened to a top $90,000, great for the house.

MPAA Favors Flexible Damages

WASHINGTON—The Motion Picture Association of America is "stronger than ever" behind legislation to give federal judges discretion in awarding less than triple damages in private anti-trust suits, declared Kenneth Clark, vice-president, last week.

Commenting on a statement of House Judiciary Committee Chairman Celler, Democrat, New York, that he did not expect action on a discretionary damages bill soon and that "the motion picture people were the ones who were for it originally and they have discarded it," Clark said that "Mr. Celler has somehow been misinformed. Every day that passes exposes additional racketeering and chicanery resulting from the large damages that can be won under present law."

Noting that the Attorney General's special anti-trust study is reported to favor discretionary damages, Clark hoped that his recommendation would induce Congress to enact such legislation this year.

Paramount Readies For TV

NEW YORK—Barney Balaban, president, Paramount, revealed last week that the company's additional studio is being made ready for television production, although no decision has been made whether Paramount will use the studio to produce its own television films or rent the facilities to others or both.

UA Promises 90 Films In Three Years

Krim Issues Progress Report; Details Pacts With Stars And Estimates 1955 Budget Of More Than $40,000,000

NEW YORK—Arthur Krim, president, United Artists, last week presented another "progress report" of the company as associates, vice-presidents Max E. Youngstein, William Heineman, Arnold Picker, and chairman of the board Robert Benjamin listened in approval and Krim assured exhibitors that the company had every intention of improving its product as well as to supply a steady program of top quality releases.

In the immediate future, a period taking in the next three years, United Artists is expected to release at least 30 top pictures annually from a list of affiliates representing as strong a group of talent as has ever been assembled under one roof. More and more deals with top talent either in front of the cameras, who are becoming increasingly aware of the commercial aspects of the business, as well as with those in back of the cameras will be announced as they are completed so that the announced number may very well be increased by the end of this year. Added to this will be a number of other films classified as single picture deals and less expensive productions which are expected to round out the program of releases since exhibitors have expressed a definite need for medium pictures. This year will see the 48 features originally announced delivered at the rate of four per month. The total number for next year could not be estimated at this time.

The company has been able in the past to offer independent producers worldwide distribution facilities and financing of productions, and now a new phase of support in pre-production development can be offered which will take in the purchase of properties, hiring of writers to work on treatments and scripts, etc. By offering joiners a complete package with absolute freedom of expression in production, it is expected that more and more top talent will join the roster.

Krim assured exhibitors that long-range merchandising and long-range financial planning is possible in the company set-up, and as a result exhibitors can count on top pictures flowing at a steady rate for at least three to five years. The affiliated film makers are commercially-minded and are expected to relate cost to income with stars signed representing proven boxoffice attractions having contributed heavily to the well-being of the industry. These personalities will get a chance to make pictures which might never have been made on major lots, and usually their contracts with UA call for non-exclusivity so that they can still make outside pictures, and enhance or maintain their standing. It is estimated that the company will invest $40,000,000 in the production program in 1955 which is practically full financing of the picture line-up; and profits garnered will be re-invested in future films.

SCTOA Asks Distribs To Improve Bid System

LOS ANGELES—The board of Southern California Theatre Owners Association recently called upon the distributors of the southern California territory to model their system of bidding in line with that recently called for in an injunction of the United States District Court in Kansas City.

The Kansas City decision of Judge Albert A. Ridge enjoined distributors from using "any bidding system in Kansas City, Kans., that does not provide equal opportunity for any and all of the bidders to view or see the picture before submitting bids and which does not provide equal opportunity for all bidders to be present when the bids are opened and to inspect the bids upon opening."

The SCTOA further resolved that bidding procedure should provide for prompt awarding of bids, and that all bid letters should specify whether the bid is for a first or subsequent run.

TOA Switches Meet Dates

NEW YORK—The dates of the annual Theatre Owners of America convention in Los Angeles have been changed from Oct. 23-27 to Oct. 6-9, it was announced last week. The meetings will be held at the Hotel Biltmore.

TOA and two private organizations are negotiating to have the trade show conducted by an outside group. The Theatre Equipment Supply and Manufacturers Association trade show will be held with the Allied States Convention in Chicago this year.

Chesapeake Profit Slips

NEW YORK—Chesapeake Industries, Inc., last week reported a net profit of $1,001,486 for 1954, as against $1,031,080 for 1953. The board of directors also voted a current dividend of $1 on its $4 preferred stock and $1.50 on the $6 preferred, payable April 1 to holders of record March 22.

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SECTION TWO

THE SERVISECTION SS-1—SS-4
Feature Reviews—"Dial Red O" (AA); "Seven Angry Men" (AA); "Rage At Dawn" (RKO); "Yellowneck" (Republic); "Canyon Crossroads" (UA); "Big House U.S.A." (UA); "Cult Of The Cobra" (U-I); "Revenge Of The Creature" (U-I); "Crashout" (Filmakers); "Death Tide" (Beverly).

AA Launches Drive For Major Status

NEW YORK—Allied Artists, celebrating its 25th anniversary, took a huge stride forward in its determined effort to join major film companies last week as Steve Broidy, president; Morey Goldstein, vice-president and sales head; and John C. Flinn, advertising-publicity director, launched a whirlwind 14-city tour of "one night stands" in Dallas, Atlanta, Charlotte, and Philadelphia, where they were joined by adviser William F. Rodgers.

In each territory, the AA executives met with leading exhibitors, screened forthcoming releases, "Shotgun" and "An Annapolis Story," and hosted luncheons at which Broidy outlined future product plans. Broidy emphasized recent agreements between the company and John Huston, on an exclusive basis, and William Wilder and William Wyler on an alternating basis with Paramount, as signs of AA's production upsurge. He called attention to the present product shortage and asked theatremen to invest playing time in AA films.

The AA president also vigorously denied reports that the top films made by the aforementioned artists would be released by other major companies than his own. "We are going to make these pictures, and we are going to distribute them," he said. As examples of the quality of future AA product, Broidy pointed to a pair of CinemaScope color films already completed, "The Warrior," starring Errol Flynn, and "Wichita," starring Joel McCrea.

Exposition Funds Pledged

HOLLYWOOD—It was announced last week at a mass meeting called by Y. Frank Freeman, vice-president, Paramount, that the members of AMPP had subscribed $300,000 towards the planned Motion Picture Exposition and Hall of Fame.

Main speaker at the meeting, attended by about 1,800, was Edmund L. Depatie, president, Motion Picture Exposition; other speakers were Jean Hersholt, Don Hartman, and B. C. Duval, who promised that labor would do it's share. Other meetings are planned at Warners, Columbia, and 20th-Fox, the goal being the raising of $1,000,000.

Planned as a major public attraction and incorporated under the laws of California as a non-profit organization, MPE's debentures are offered for sale in units of $100, and will bear five per cent interest. No funds will be expended until the total or $850,000 has been subscribed.

Connolly Quits 20th-Fox

NEW YORK—James M. Connolly, 20th-Fox northeast division sales manager, has resigned from the company, it was announced last week. Connolly is joining John Donnely and Son, Boston advertising firm, as executive assistant to the vice-president. The four offices in the northeast division, Albany, Boston, Buffalo, and New Haven, will be temporarily supervised by Glenn Norris, eastern sales manager.

Anti-Toll Group Changes Name; Commissions Smythe For Research

NEW YORK—Dr. Dallas Smythe, director, Institute of Communications at the University of Illinois, has been commissioned by the Committee Against Pay-As-You-See TV to conduct a series of research studies into the economic impact and implications of subscription television as compared to the "free airwaves" policy established by the government and in effect continuously since the birth of broadcasting in this country.

The Committee Against Pay-As-You-See TV, formerly known as the Joint Committee on Toll-TV, last week adopted its new title in order to clarify its policy and explain its aim to the public.

Dr. Smythe, professor of economics, University of Illinois, was chief of the economics division, Federal Communications Commission, from 1943 to 1948. He recently completed research studies on radio and television for the National Council of the Churches of Christ and the National Association of Radio and Television Broadcasters.

The Committee operates as a unit representing theatrical executives in the nationwide association which includes TV set owners, civic groups, parent-teacher associations, small businessmen, and other segments of the TV audience who are determined to preserve the present free system of broadcasting.

Continuing officers of the renamed Committee are co-chairmen Alfred Starr, Nashville, Tenn., and Trueman Rembusch, Franklin, Ind.; Philip L. Harling, New York, treasurer; and James Arthur, Los Angeles, secretary.

Starr Says Toll-TV Can Be "Staved Off"

BOSTON—More than 350 theatremen heard Alfred Starr, co-chairman, Committee Against Pay-As-You-See TV, address the first exhibitor meeting on the subject, held at the Hotel Bradford here last week.

Stating that "the seeming apathy of the big advertising agencies and the networks in not fighting with more vigor is incomprehensible to me," Starr expressed his confidence that "toll-TV can be permanently staved off," but pointed out that "Zenith is flooding the country with propaganda promising attractive programs and offerings on subscription TV. This company has the resources to hire able economists, legal talent, expert public relations counsel, and men of political stature, who can easily sway an unsuspecting public into buying the extra gadgets necessary for phonevision, at from $75 to $100. This must be told to the householder, particularly those who have just finished paying for their sets."

The 16mm. film, "Zenith Presents Phonevision," was shown to the group and analyzed by Starr. Edward Lider, co-chairman, New England committee, made a plea for funds to help put across to the public the arguments advanced by Starr.

Starr emphasized the dangers of the medium to both exhibition and the public and opined that more groups would oppose it when the facts were known.



The above is a general view of the recent meeting of industry leaders held at the Sheraton-Astor Hotel, New York City, by COMPO to consider theatre promotion projects.

Allied Clears Stand On COMPO Question

WASHINGTON—Allied States last fortnight issued a statement clarifying its position on the alleged misuse of the name COMPO by regional exhibitor organizations and denying any split between National Allied and Col. H. A. Cole.

The statement noted that COMPO's by-laws contained the proviso that "nothing in the foregoing shall be considered to authorize the Council to represent the members in matters pertaining to the licensing of films or to trade practices." Allied objected to the use of the name COMPO by Pat McGee, in a bulletin sent to the members of Rocky Mountain Council Of Motion Picture Organizations, in which McGee stated that his organization was engaging in bargaining with distribution.

Kyle Rorex, executive director, Texas COMPO, then issued a release beginning, "Answering National Allied charges that the COMPO name had been misused by state and regional units, Col. H. A. Cole . . . stated that Texas COMPO has established an enviable record." Since Col. Cole is one of the leaders of National Allied, and was present when the resolution was passed referring to Rocky Mountain Council Of Motion Picture Organizations, it should be apparent, said National Allied, that their resolution was not directed against the regional units of COMPO, and particularly not against Texas COMPO.

Starr Scores Toll-TV

ATLANTA—The annual meeting of Motion Picture Theatre Owners of Georgia was warned by Alfred Starr, co-chairman, Committee Against Pay-As-You-See TV, and E. D. Martin, president, TOA, that the adoption of toll-TV would work hardship on exhibitors and everyone that owns a television set.

Stating that free television and toll-TV cannot exist together, Starr claimed that low income families would receive only inferior entertainment, since a few large syndicates would acquire the best TV programs for use on the pay-as-you-watch medium.

U-I Earnings Boost Decca Financial Report

NEW YORK—The net income of Decca Records for 1954 was $3,070,205, including undistributed earnings of Universal Pictures, in which Decca owns 72 per cent of the common stock, it was announced last week by Milton R. Rachmil, president, Decca and U-I. This marks a sizable increase over the net income in the previous fiscal year.

Profit is equal to $1.92 per share on 1,602,501 shares outstanding on Dec. 31, against $1.38 per share on 1,354,158 shares outstanding at the end of 1953. Income from Decca's record division came to $1,170,926 before taxes, compared to $1,109,006 in 1953. Dividends from U-I were $875,437, as against $703,894 in 1953. The equity in U-I undistributed earnings is $1,685,795 for last year and $621,828 in 1953.

Decca last year increased its U-I holdings from 600,075 shares, or about 60 per cent of the common stock, to 718,585 shares, approximately 72 per cent. The average cost to Decca of its U-I stock is $17.20 per share, while the closing price on the New York Stock Exchange was $31 on Dec. 31. Decca and U-I exchanged common stock in the amount of 251,343 shares in 1945.

Rackmil predicted a good year for Decca in 1955, saying that it "occupies a secure position in two important segments of the entertainment field and must benefit through continuation of favorable conditions surrounding them."

The statement also listed management's objections to the resolution proposing cumulative voting for Decca, recently proposed by minority stockholders. Rackmil said that at the stockholders' meeting next month he would vote all proxies not indicating a contrary direction against the proposal.

Five present directors of Decca will be up for reelection, Rackmil; Leonard W. Schneider, executive vice-president; Robert W. Lea, Harold I. Thorpe, and Samuel H. Vallance. All except Schneider are directors of U-I.

The salary of Rachmil as president was $42,500.12, plus $80,002 received from U-I as president; Schneider received $39,999.96. All directors and officers as a group received $180,763, and as directors of U-I, their compensation totaled $95,002, it was reported.

Fox Court Order Attacked

NEW YORK—Two trustees of the old Fox Theatre Circuit last week filed a petition in New York Federal Court for a show cause order why a 1933 Court of Appeals order disposing of certain properties and assets should not be declared void.

The petitioners are Kenneth Steinhardt and Leopold Porrino, represented by attorney Robert Aronstein. The respondents are Chase National Bank, Chase Security Corporation, Daniel O. Hastings, General Theatre Corporation, General Precision Equipment Corporation, Skouras Theatres, Harvey B. Newman, and others.

The two trustees want an accounting of the properties, their return or re-assignment to the petitioners, or a satisfactory cash settlement.

The International Scene

Canada

Exhibs Win Reduction In Admissions Tax

TORONTO—Some exhibitors in Ontario are "reasonably" happy with the announcement by the Province of Ontario of a 20 per cent shaving of the amusement tax in the province.

The reduction was announced by Premier Leslie Frost in his budget statement to the Ontario Legislature.

All taxes were removed on admission tickets up to 25 cents, although exhibitors had requested that 50 cents be the ceiling. The admission tax was reduced from 12½ per cent to 10 per cent.

The exhibitors feel that the Premier was a little out of step when he suggested that the savings be passed on to the patrons. As one man put it, "I am now losing up to $200 a week. If I pass on the saving to the patrons, I will continue to lose $200."

Other observers saw in the reduction a subsidy by the Government to the industry. "A cost of $1,500,000 a year is subsidy?" ask industryites.

In making his announcement, the Premier felt that the lower prices would result in increased attendance and revenue.

An affiliation between the Theatre Owners Association of Quebec, Inc., and the Theatre Owners of America will be discussed in a meeting in Montreal on March 23. TOA executives will take part in a discussion which will be highlighted by a dinner-meeting in which Alfred Starr, past president, will speak in French and English. The new Quebec group headed by E. N. Tabah, already has 60 members with more signing every day. Tabah and J. H. Strauss, both Montreal exhibitors, held discussions with the TOA executives at its recent mid-winter meeting in Washington when they were assured of every cooperation. Among the possibilities of such an affiliation is the establishment of a non-profit booking office. So far it has managed to obtain cheaper public liability insurance premiums for quite a few of its members and has been testing its mass-bargaining position in other ways.

Canadian Comment

A total of five persons in British Columbia are eligible for the 25 Year Club of Famous Players this year. They include Harry Black, manager, Capitol and Totem, Prince Rupert; Albert Foster, projectionist, Civic, Nelson; Dorothy Smyth, cashier, Capitol, Pentictor; Fred Simmons, projectionist, Capitol, Vernon; and Ellard Williamson, assistant manager, Capitol, Vernon. Clarence and Ernest Marshall, Capitol, North Battleford, Sask., will also become members in 1955.

A bylaw is before the Metropolitan Council of Toronto to prohibit projecting business signs, to be effective in January, 1960. The bylaw contains a number of restrictions concerning illumination of advertising displays as well as a ban on billboards or posters beyond the building line. The colors of yellow, orange, or red, alone or in any combination would be prohibited if a sign is within 300 feet of a traffic light and conflicts with the traffic signal. The illumination of signs within the 300 feet by means of flashing lighting, reflector buttons, or luminous paint would also be banned if the bylaw is made effective. Signs of the facial type cannot be projected more than 18 inches over the street line, it is also stated.



Vittorio Mattea, RKO manager for Italy, recently received a special gold medal award from the Italian trade press citing him as "an outstanding personality in the field of film distribution." Italian screen star Sophia Loren presented the award at a reception given by the Italian trade press at the Grand Hotel, Rome.

The Odeon, Victoria, has taken over the leadership of the Odeon Better Management Contest, with the Capitol, Hamilton, in second place. Leading the combined showmanship-attendance race with the Rialto, Edmonton, with the Vancouver Hastings and Toronto Hyland second and third.

CINE CHATTER: Shea's, Toronto, one of the buildings that will have be be demolished to make room for the civic site in the city, won't hit the dust until 1957. . . . Don Summerville, manager, Prince of Wales, Toronto, and the only film man on City Council is waging a fight to overcome the new regulations planned for over-hanging signs. . . . Ed Kingsley, Kingsley International, was in Toronto to meet with Leslie Allen, Cardinal Films, re the distribution of "Court Martial," starring David Niven and produced by Anthony Asquith. . . . The gold mining towns of Premier and Stewart in British Columbia are without amusements as the theatres have closed down. In Alberta, two coal mining towns, Cadomin and Nordegg, are without movies since the railroads quit using coal. . . . Among the films to be shown on TV out of Toronto are "The Private Affairs Of Bel Ami," "The Scar"; "Casbah"; "So This Is New York"; "Lulu Belle"; "Magnificent Doll"; and "Macbeth." . . . Win Barrow, ad.-pub. chief, Paramount in Canada, was named chairman and toastmaster, annual entertainment industry Communion breakfast scheduled for March 27 in Toronto. . . . Phil Stone, promotion and sports director, radio station CHUM, Toronto, has added to chores the position of show business editor with two daily shows dealing with the industry in general. One is a program of notes about people and interviews on the industry, while the other lists the current programs at Toronto theatres with music from the films. . . . Each week The Hamilton Spectator devotes three pages to the amusement industry with plenty of illustrations from the current shows in Hamilton. These are inserted at no charge to the theatres, with the theatres supplying the data. . . . Staging of carnivals and other exhibitions in Toronto has been placed under a ban by the Toronto City Council commencing in 1956. . . . Tancrede Marcil, 78, member of the Quebec Board of Censors, died in a hospital in Montreal. A graduate of Laval University, he was well-known throughout the industry. He was a newspaperman for many years. . . . A dividend of 37½ cents was declared for the quarter ending March 31 on all issued common shares by Famous Players, while Consolidated Theatres also paid 13 cents on their shares. . . . Final title for the color feature produced by Mel and Pearl Turner for St. Lawrence Pictures Corporation, shot in and around Kingston, Ont., is "The Little Canadian." The feature has an all-Canadian cast. . . . Latest theatre to develop a policy of foreign and art films is the College, Brantford. . . . John Gherke, assistant-manager, F. G. Spencer Company, Ltd., theatres, Truro, N.S., was appointed assistant district commissioner for Colchester County Boy Scouts.

—HARRY ALLEN, JR.



The British opening of 20th-Fox's "There's No Business Like Show Busniss" at London's Odeon Marble Arch recently brought out the crowds in record numbers.

Belgium

Belgium will consider having American companies make color prints for release there when other European countries begin the practice, it was reported last week by David Opochinsky, head, New York office, Titra Film Laboratories. The color print problem is seen as academic at present, since Belgium has not perfected its color print work yet. However, it is expected that any future deal will include the other Benelux countries. It has been reported that Belgium seeks to give its labs the same proportion of color work that they now enjoy in the black and white field, 80 per cent.

England

CinemaScope policy will be a prominent item of discussion at the meeting of

(*Continued on page* 20)

Universal-International presents

KIRK DOUGLAS
JEANNE CRAIN
CLAIRE TREVOR



MAN WITHOUT

co-starring WILLIAM CAMPBELL with RICHARD BOONE • MARA CORDAY • MYRNA HANSEN

Directed by KING VIDOR • Screenplay by BORDEN CHASE and D. D. BEAUCHAMP • Produced by AARON ROSENBERG

PRE-SOLD
NATIONAL MAGAZINES
BIG COLOR ADS
including
LIFE *and* LOOK
readership over
33,000,000!

PRE-SOLD
NATIONAL **TV** SELLING!
***KIRK DOUGLAS** guest star on*
NBC's GEORGE GOBEL SHOW
(March 5th) reached into more than
13,000,000 homes!

His home was his saddle, his only friend a six-gun and his country the wild, free range...

until the night he met her...

kissed her wanton lips and sold himself in the strangest bargain a woman ever made with a man!



A STAR

OLOR BY *Technicolor*

Universal International

. . . and **PRE-SOLD** locally through extensive radio, newspaper and exploitation campaigns in all these first engagements:

NEW YORK, **VICTORIA**; . . . CHICAGO, **WOODS**; . . . PHILADELPHIA, **GOLDMAN**
WASHINGTON, **CAPITOL**; . . . PITTSBURGH, **FULTON**; . . . BUFFALO, **LAFAYETTE**
DETROIT, **PALMS**; . . . ALBANY, **STRAND**; . . . INDIANAPOLIS, **INDIANA**
BOSTON, **MEMORIAL**; . . . DALLAS, **MAJESTIC**; . . . ATLANTA, **LOEW'S**

New York Senate Okehs Breakage Bill; Harriman Signs As Expected

ALBANY—The State Senate gave unanimous approval last week to a previously passed Assembly bill legalizing the collection of fractions one-half or more on the five per cent admissions tax now levied in New York, Binghamton, and Elmira. The measure is retroactive to June 30, 1954, when the New York City impost law became effective.

It was sent to Governor Averell Harriman for his action, favorable as was expected in view of a bi-partisan agreement among legislative leaders to pass the bill, and of Mayor Robert F. Wagner's advocacy. The Conference of Mayors also supported the measure, which would affect two per cent sales taxes in several upstate communities.

With the proposal now placed on the statute books, the expectation was that counsel for metropolitan exhibitors and for the City of New York would file with the Court of Appeals supplemental briefs on New York's appeal from an Appellate Division decision that collection of major "breakage" is illegal.

The state's highest tribunal heard arguments when Stanley Buchsbaum, representing the City of New York, suggested that both sides have the privilege of submitting additional memoranda as to the effect of the bill on the court case. Exhibitor sources alleged that the measure attempted to circumvent the pending litigation and a possible adverse ruling by the Court of Appeals.

RKO Meetings Held

HOLLYWOOD—Regular routine board meetings of RKO Pictures Corporation and RKO Radio Pictures, Inc., respectively, were held last fortnight in Los Angeles with J. R. Grainger, president, presiding. Board members attending for RKO Pictures Corporation were Noah Dietrich, J. Miller Walker, and E. L. Walton. Board members attending for RKO Radio Pictures, Inc., were Dietrich, Walker, and Dee Simpson, Houston. C. J. Tevlin, vice-president in charge of studio operations also attended.

Jacon Sees Product Lack As Top Exhibitor Problem

NEW YORK—Returning from an 11-week tour of all exchange territories last week, Bernard Jacon, vice-president in charge of sales, IFE, said that the two big problems facing exhibitors throughout the country are insufficient program changes and the necessity of giving current product lengthy runs far beyond the picture's earning capacity.

Calling the problem especially acute on weekends, Jacon said he found that many theatres were forced to carry mid-week shows over the weekend into the following week, instead of breaking their program in the middle of the weekend.

Jacon said he found that the public "is tired of seeing the same faces in one film after another," and he called for more diversification in pictures and a better talent development program to attract patrons.

Jacon added that three American language pictures have been set for national distribution by IFE during April, "Wayward Wife," "Too Young For Love," and "City Stands Trial." "Love In The City" will be set for pre-release engagements in several cities during April.

Kalmenson Pact Extended

WASHINGTON — Warners informed the Securities and Exchange Commission last week that the contract of vice-president Benjamin Kalmenson as general sales manager had been extended till 1959.

The agreement takes effect on June 30, 1956, when his present contract was due to expire, and calls for the same weekly rate of compensation, $1,750, as his present contract. The new agreement also continues the payment of $250 a week entertainment expenses and extends the provision for Kalmenson's employment as adviser at a weekly rate of $500 for five years after he ceases to be sales manager.



The Southern California Motion Picture Council recently presented awards to the selection of the year's best films at a luncheon held at the Assistance League, Los Angeles. Seen, left to right, are Mark Hendrix, manager, Four Star, who accepted an award to IFE's "Aida"; Art Arthur, co-producer, UA's "Battle Taxi"; William Allen, producer, U-I's "Chief Crazy Horse"; Harry Tatelman, producer, RKO's "Underwater"; Mrs. William A. Burk, president, Southern California Motion Picture Council; Fred Bebhardt, manager, Fine Arts, who accepted an award to G-B-D International's "Mr. Hulot's Holiday"; Hall Bartlett, writer, director, and producer, Warners' "Unchained"; and Leonard Rosemann, composer of the musical score for Warners' "East Of Eden."

Salesmen, Distributors Reach Crucial Stage

NEW YORK—Negotiations between the committees representing the Colosseum of Motion Picture Salesmen and the major distributors have moved into the third and crucial stage, David Bartell, Colosseum general counsel, said last week.

In a report to the membership, Bartell said that the distributors have seemingly selected a new theme for heir current negotiations, "strangulation of a salesman."

The distributors in rejecting the film salesmen's proposal for an increase in salary and expenses said that it was in the "thinking of top management to limit the salaries of the film salesmen to $100 per week," but offered to continue the present agreement for an additional two years. We have here, Bartell said, a "spectacle of the film industry, enjoying the highest profits in its history, belittling the efforts of its salesmen, stifling their enthusiasm, and destroying their efficiency by failing and refusing to accord to them the consideration commensurate with their importance to the industry."

He added that the placing of a $100 limit on the salary of a salesman would mean the decimation of its sales force, the exodus of high calibre, hard-hitting salesmen to other fields of endeavor.

Terre Haute Suit Drags On

WASHINGTON—Consent decree negotiations in the government's Terre Haute anti-trust suit collapsed last week and the case is expected to go to trial sometime in May.

The case was originally set for trial on March 21, but consent decree negotiations have been going on for many months, and their last minute collapse will probably necessitate a postponement of the trial.

The government has charged five theatre chains with conspiracy to monopolize first-run exhibition in Terre Haute, defendants being Alliance Theatre Corporation, Chicago; Fourth Avenue Amusement Company, Louisville; and Grand Theatre Corporation, Terre Haute Amusement, Inc., and Tri-Theatres Corporation, all of Indiana.

Republic Salaries Revealed

NEW YORK—Directors and officers of Republic received remunerations totaling $387,275 in the year ending Oct. 30, it was revealed last week in the notice of the annual meeting of stockholders, to be held April 5 in the home office.

Individual amounts paid included Herbert J. Yates, president, $168,887, and Richard W. Altschuler, vice-president and president, Republic International, $40,210.

Stockholders will elect four directors for three-year terms, management's nominees being John Petrauskas, Jr., William N. Saal, Edwin Van Pelt, and Douglas T. Yates, all presently members of the board.

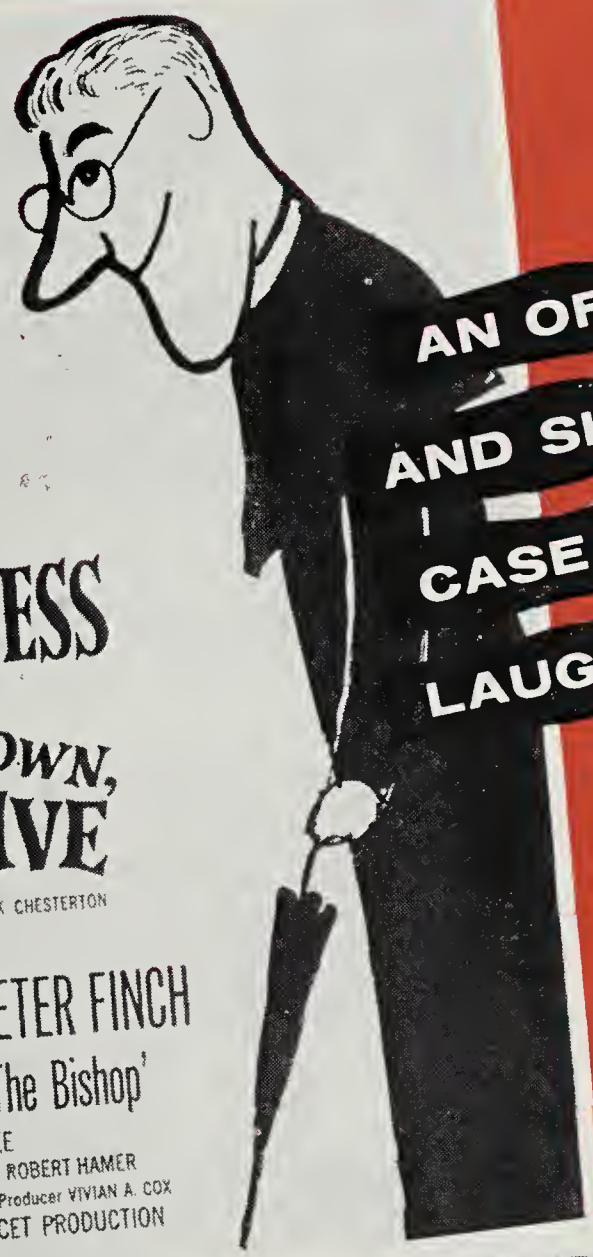
Kramer Sells Two To Astor

NEW YORK—Stanley Kramer sold the rights and negatives of "Champion" and "Home Of The Brave" to Astor Pictures Corporation last week, for a reported amount exceeding $175,000. The pictures were the first two made by Kramer for United Artists, having been released in 1949.

SMART SHOWMEN ARE SHOWING

COLUMBIA PICTURES IN MARCH

GUINNESS IS *great* ~~GOOD~~ FOR YOU!



AN OPEN AND SHUT CASE OF LAUGHS!

COLUMBIA PICTURES presents

ALEC GUINNESS

Comedy star of "Man in the White Suit" and "Captain's Paradise"

FATHER BROWN, DETECTIVE

Based on the FATHER BROWN Stories by G. K. CHESTERTON
Adapted by Thelma Schnee

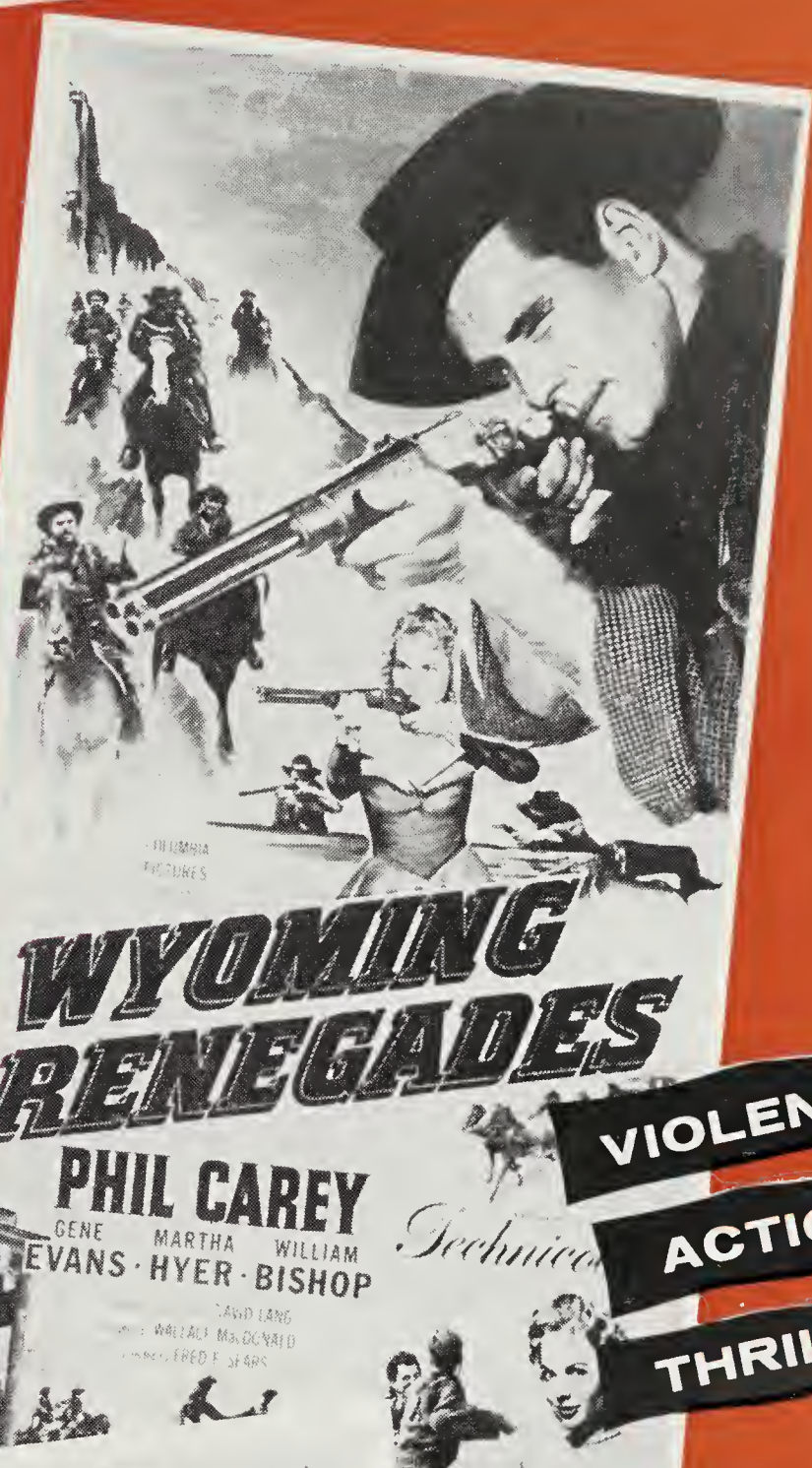
co-starring

JOAN GREENWOOD · PETER FINCH

with CECIL PARKER as 'The Bishop'

and BERNARD LEE

Screen Play by THELMA SCHNEE and ROBERT HAMER
Produced by PAUL F. MOSS · Associate Producer VIVIAN A. COX
Directed by ROBERT HAMER · A FACET PRODUCTION



WYOMING RENEGADES

PHIL CAREY

GENE EVANS · MARTHA HYER · WILLIAM BISHOP

DAVID LANG
WALLACE MacDONALD
FRED F. SEARS

VIOLENCE!

ACTION!

THRILLS!



EVERY DAY WAS MARDI GRAS FOR THE MOBSTERS AND THEIR DOLLS!

The red-hot facts about the white-hot battle that barreled The Mob into the Mississippi!

The Girl He Met On Desire Street!

"NEW ORLEANS UNCENSORED"

starring ARTHUR FRANZ · BEVERLY GARLAND

with HELENE STANTON

Screen Play by ORVILLE H. HAMPTON and LEWIS MELTZER · Produced by SAM KATZMAN
Directed by WILLIAM CASTLE · A COLUMBIA PICTURE

BOXOFFICE DYNAMITE!

..AND LEADING THEM ALL

IN MARCH

ARE COLUMBIA'S BOOKINGS OF



TYRONE POWER
MAUREEN O'HARA

IN JOHN FORD'S

THE LONG GRAY LINE

Co-starring ROBERT FRANCIS · DONALD CRISP · WARD BOND · BETSY PALMER · PHIL CAREY

Screen Play by EDWARD HOPE • Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion • Produced by ROBERT ARTHUR • Directed by JOHN FORD

CINEMASCOPE

Color by

TECHNICOLOR

Texas D-I Owners Join Battle On Toll-TV

DALLAS—The annual convention of the Texas Drive-In Theatre Owners Association last week heard William C. Gehring, general sales manager, 20th-Fox, filling in for Spyros P. Skouras, who was sick, urge exhibitors to "organize and use the screen to tell the people what is being foisted upon them under the guise of pay-as-you-see television."

As spokesman for 20th-Fox, Gehring declared that the firm would not release any of its products to any other medium "unless forced to do so by due process of law. If the Federal Communications Commission licenses toll-TV, we're beat," warned Gehring.

President Jack Farr and Carl D. Levy, general counsel, Jefferson Amusements Company, further called upon the 400 exhibitors to join in the fight against toll-TV.

The convention elected Charles Weisenberg, president, Weisenberg theatres, Dallas, as new president of the association. Also elected were vice-presidents Edward Josephs, Joseph Theatres, Austin; J. L. Durst, Fredricksburg exhibitor; and G. S. Hill, Leon Drive-In Theatres, Abilene. Don Douglas, Rowley United Theatres, Dallas, was named secretary, and Tim Ferguson, Downs Drive-In, Grand Prairie, was elected treasurer.

Starr To Debate Issue

WASHINGTON—Alfred Starr, co-chairman, joint committee against toll-TV, and Dr. Millard C. Faught, Zenith economic consultant on Phonevision, will debate the toll-TV issue at the National Press Club on either April 12 or 14.

The battle will take place at a press club luncheon and is expected to draw one of the largest attendances of the year, including interested members of the House, Senate, and FCC as well as Washington newsmen.

It is expected that both Starr and Faught will have 20 minutes to present their cases, and a 30-minute question period will follow. Jack O'Brien, chairman, Press Club arrangements committee, is handling the debate details.

Reade Raps "Feast Or Famine"

NEW YORK—The present "feast or famine" system of releasing product was blamed recently by Walter Reade, Jr., board chairman, on distribution, especially in small town situations.

He pointed out that theatres in many towns which used to change their bill "three or four times per week" are forced to change programs once or twice a week because of product shortage and the policies of distribution in not providing a continuity of big and good films.

Lardner Review Denied

WASHINGTON—The Supreme Court last week refused to reconsider its earlier decision refusing to review a lower court decision against Ring Lardner, Jr., screen writer, in his damage suit against 20th-Fox. The suit resulted when the studio dismissed Lardner under the morals clause of his contract for refusing to answer questions of the House Un-American Activities Committee.

Foreign Earnings Are Estimated At Record $200,000,000 For '54

WASHINGTON—United States motion picture earnings abroad are estimated to have reached a record high of $200 million in 1954, the U. S. Department of Commerce reported in a special survey analysis released recently.

Rising exports of high quality productions coupled with expansion of theatre facilities overseas have been largely responsible for the increase, according to an article appearing in the Feb. 28 issue of Foreign Commerce Weekly, official publication of the Department's Bureau of Foreign Commerce.

Prepared by the Scientific, Motion Picture, and Photographic Products Division of the Business and Defense Services Administration, the survey shows that the largest increase in theatre facilities occurred in Europe where rehabilitation of exhibition places destroyed by the war and building of new theatres have resulted in considerable growth in seating capacity in recent years.

New large screen projection techniques, now being introduced in foreign countries at an accelerated rate, also have been a contributing factor in the increased business for U. S. films abroad, the article states.

The article points out that the film industry is highly dependent on its foreign receipts in maintaining its high quality of production. Producing more than 300 feature films annually, the best of which are exported to all the free countries of the world, approximately 40 per cent of the industry's revenues comes from foreign showings.

It is generally admitted, the report states, that competition from foreign-produced films has greatly increased in recent years, especially in Italy, Germany, the United Kingdom, and France, whose steadily growing production is offering more competition not only in their own markets, but also to some extent in the world market. Although some playing time may have been lost to these foreign-produced films in recent years, the article estimates that U. S. films accounted for approximately 68 per cent of the feature films shown throughout the free world at the beginning of 1955. This is a six per cent decline from the 74 per cent estimated for 1951, the last time such a survey was made.

In a current survey of the foreign market for U. S. film production, the article estimates that on Jan. 1, 1955, there were 108,537 motion picture theatres in operation, exhibiting 35mm. films in some 120 countries and territories throughout the world. This is an increase of 8,994 units, or about nine per cent higher than the 1951 estimate of 99,543 theatres. Seating capacity as of January 1, 1955, existed for 56,745,451 persons, compared to 54,107,671 on the same date in 1951.

Indicative of the growth in facilities throughout the world, the survey states, is the fact that the ratio of seats to the world's population now is one seat for every 42 persons, compared with one seat for every 44 persons in 1951. Based on population statistics of the Bureau of the Census and on overseas sources, the ratio of theatre seats to population in the United States is one seat for every 14 persons. In the United Kingdom this ratio is one to 12; in France, one to 16; Italy, one to 11; while for all of Europe it is approximately one seat for every 20 persons. In South America this ratio is one to 26.

The most complete theatre coverage is in Australia and New Zealand, where there is an average of one seat for every 7.5 persons. In Canada, the theatre building program has kept pace with the growing population, and the ratio of seats to population at present is one to 13.

Musicians Ask Tax Slice

NEW YORK—James C. Petrillo, president, American Federation of Musicians, last week sent an open letter to President Eisenhower asking for relief from the 20 per cent federal admissions tax, stating that the "revival" of the motion picture industry is due to the 10 per cent reduction obtained by the industry from Congress.



H. Neal East is new Paramount western division manager, with headquarters in Los Angeles, East has been assistant division manager under George A. Smith, resigned.

TNT Gets Marciano Bout

NEW YORK—The Marciano-Cockell heavyweight championship fight scheduled for May 16 will be theatre televised coast-to-coast by Theatre Network Television, Inc., it was announced last week by James D. Norris, president, International Boxing Club; Nathan L. Halpern, president, TNT; and Jimmy Murray, who is promoting the fight in cooperation with the International Boxing Club. The broadcast will originate live from Kezar Stadium, San Francisco, and through the TNT network will be projected bigger than life size in theatres throughout the country. The state of California will be blacked out.

COMPO Salutes Beloit, Wis.

NEW YORK—The 39th in the series of COMPO ads in Editor and Publisher shows how Beloit, Wis., merchants joined with a local circuit in promoting a special 12-page movie supplement to The Beloit Daily News to stimulate their own business. The ad emphasizes the point made by COMPO several times previously that other retail businesses profit from the proximity of busy movie theatres.



PRESENTED BY
WARNER BROS.

STARRING
GREER GARSON
DANA ANDREWS

PRODUCED AND DIRECTED BY
MERVYN LeROY

CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

CO-STARRING
CAMERON MITCHELL
LOIS SMITH WITH WALTER HAMPDEN
GONZALEZ GONZALEZ

STORY AND SCREENPLAY BY FRANK BUTLER

And the voice of FRANKIE LAINE singing 'Strange Lady in Town'

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

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WHEN SANTA FE BLA
WITH EXCITEM
THAT NEVER LET
--BECAUSE A BOSTON L
LET HER RED HAIR DO



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She was the
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but he'd kill
who'd try to
ake her leave!

Texas leads the way with Texas-size jubilee pre-release premieres! In-person appearances of Greer Garson, Dana Andrews, Director Mervyn LeRoy, Gonzalez Gonzalez, and others! Big festivities lined up for big coverage via press, radio, magazines, TV and newsreels! More on this later!

Eyes on Austin April 12,
San Antonio April 13,
Houston April 14,
Dallas April 15,
Fort Worth April 16!

Snaper Asks Increase In Children's Pictures

NEW YORK—Wilbur Snaper, president, New Jersey Allied, reporting last week on a recent meeting of his unit at Trenton, N. J., presented a gloomy account of theatre business in that territory. The consensus of the more than 50 attending exhibitors at the Trenton conference was that a drop in attendance over the last six months seemed evident in their theatres. This drop was principally in the children's category, the blame in part being traceable to the distributors. Snaper argued that the lack of suitable children's pictures aggravated the situation, causing attendance at Saturday matinees to be practically nil. He went on to say that many pictures could not be obtained at all, only one print being available for the entire country.

Another criticism made by Snaper of the distribution companies was that of excessive charges for film rentals. Tax alleviation has not helped to ease the situation, while the boost on film costs are resulting in tighter financial squeezes for Jersey exhibitors.

In regard to the anti-toll-TV campaign, definite action was taken by the Allied meeting when they voted to advance a substantial amount of money for the fight, this sum to be repaid by individual members. Snaper spoke to many state senators and representatives concerning the toll-TV question, but a general indication of official feeling could not be derived.

Snaper discussed a suggestion brought to the attention of the assemblage at the last COMPO meeting, that of having a junior price range esablished in theatres.

UA, Stars Sign Pacts

NEW YORK—Arthur B. Krim, president, United Artists, announced last fortnight agreements with the independent companies of four stars to produce a total of 17 features to be distributed by United Artists.

Robert Mitchum's DRM Productions has agreed to make five pictures during the next five years, with Mitchum starring in three. Frank Sinatra's independent production group has made a similar agreement. Joan Crawford has agreed to make six pictures in six years and star in three of them, while Cornel Wilde has agreed to produce and star in "Storm Fear," a Theodora production.

"Waterfront" Tops Critic Poll

NEW YORK—The 14th annual poll by the Film Critic's Circle of the Foreign Language Press released the following results last week: best picture in all categories and winner of the award for the best American film of 1954, "On The Waterfront," Columbia; best import from England, "Genevieve," a J. Arthur Rank production released here by Universal-International; best film in a language other than English, "Gate Of Hell," produced in Japan by Daiei Productions and distributed here by Edward Harrison; best actor, Marlon Brando, "On The Waterfront"; best actress, Grace Kelly, "The Country Girl"; best producer, Sam Spiegel, "On The Waterfront"; best director, Elia Kazan, "On The Waterfront."



Jack L. Warner, executive producer, Warners, is interviewed by Martin Block at the recent all-celebrity premiere of Warners' "East Of Eden," Astor, New York City.

SW Launches Spring Drive

NEW YORK—A meeting of Stanley Warner zone managers and home office executives was held last week by Harry M. Kalmine, vice-president and general manager, to launch the company's Spring Movie Festival through April, May, and June. Samuel Rosen, executive vice-president, addressed the meeting. Among those present were zone managers Alex Halperin, Chicago; M. A. Silver, Pittsburgh; Harry Feinstein, New Haven; Charles A. Smakwitz, Newark; Ted Schlanger, Philadelphia; George A. Crouch; Washington; and Ben H. Wallerstein, Hollywood. Home office executives, S. Aarons, N. Alben, J. M. Brennan, N. D. Fellman, G. Gagliardi, H. Goldberg, H. M. Maier, W. F. Marshall, L. Isaac, W. S. McDonald, C. Siegel, L. Siegel, D. Triester, B. Wirth, F. J. Kiernan, D. Fogelson, N. Lapkin, and A. Rosen were also present.

Goldbeck Heads Charity Group

HOLLYWOOD—Willis Goldbeck was elected president of the Permanent Charities Committee of the Motion Picture Industry last week, succeeding Regis Toomey. Goldbeck, representing the SDG, moved up from the vice-presidency under an established policy which provides that the top office be filled in rotation by representatives of various industry groups. The new slate of officers also includes Lawrence A. Weingarten, SPG, vice-president; F. E. Witt, chairman, Studio Colonel's Committee, reelected treasurer; and Carl Cooper, chairman of Labor's Executive Committee, reelected secretary.



Los Angeles showmen recently met to discuss plans for the 19th annual International Variety Club's convention to be held in Los Angeles on May 4. From left to right are Edwin F. Zabel, Willard W. Keith, Dick Dickson, and Ezra Stern. Dickson has been named director for the conclave.

Lichtman Against 2-D Trailers For C'Scope

NEW YORK—Results of a recently-completed field survey of CinemaScope equipped theatres in the United States discloses that in many situations 2-D trailers are being programmed by exhibitors to advertise CinemaScope pictures, 20th-Fox revealed last week.

In a letter to division and branch managers, director of distribution Al Lichtman urges that this practice be immediately corrected, terming the condition as "using a midget to sell an entertainment giant."

Lichtman said, "This situation can and should be rectified immediately. Projectionists can easily change lenses during a program of standard films. While they are showing a regular picture on one of their two projection machines, they can set up the CinemaScope trailer on the other one. Showmanship in theatre programming all the way down the line should be standard operating procedure. An exhibitor should be as concerned with the type and quality of trailers he throws on his screen as the feature pictures themselves. Constant vigilance must be maintained to see that the level of theatre entertainment be the highest of all entertainment media. To accomplish this, every and all techniques of showmanship must be utilized. It was showmanship that made the movies great. It can become even greater if we do not forget this truth."

Autry, Davis Honored

WASHINGTON—The President's Prayer award for patriotic service in the Savings Bonds program was presented last week to Gene Autry and Gail Davis by Earl S. Shreve, national director.

Autry, in addition to many past services to the Savings Bond cause, has now donated a short film for theatre and television use to encourage school children to participate in the school savings program and weekly stamp days. Miss Davis, in her television character of "Annie Oakley," appears in a trailer on the same subject now being shown on television. Donation of the services of the stars, the production and prints for nationwide showings was arranged for by Jacob Mogelever, promotion manager, Savings Bonds Division, through Mitchell J. Hamilburg, associated with Autry in the Flying A Productions.

Chicago Suits Filed

CHICAGO—Three anti-trust suits against the major distributors were filed in the District Court of New Jersey last fortnight by former Chicago theatre operators who are no longer in the business or whose theatres are now closed.

Plaintiffs in the suits are Frank Gordon and Marion Gordon, former operators, Wicker Park; John and Helen Gordon, who operated the Chopin; and the trustee in bankruptcy of B. P. R. Corporation, former operator, Royal, Banner, and Paulina, all in Chicago.

The B. P. R. suit asks for $300,000 single damages, while the other two suits name no specific damages.

HOT TIP FROM THE INDUSTRY GRAPEVINE...

THE PICTURE TO WATCH FOR IS

EDWARD L. ALPERSON'S

THE Magnificent Matador



starring

MAUREEN O'HARA

ANTHONY QUINN

"It's a pleasure to do business with 20th!"

IN GLORIOUS

COLOR

CINEMASCOPE

An Edward L. Alperson Production • Released by 20th Century-Fox



Checking a blow-up of a national magazine advertisement at the start of the great campaign for 20th-Fox's "A Man Called Peter" are, left to right, Rodney Bush, exploitation manager; Abe Goodman, advertising manager; Charles Einfeld, vice-president; and Edward E. Sullivan, publicity manager.



Merchandising plans for the Easter holiday openings of the picture are formed by, left to right, W. C. Gehring, executive general sales manager, and home office sales executives Frank X. Carroll, Larry Ayres, Gene McEvoy, and Ted Shor.



The publicity department plans national strategy for the film. Left to right are Robert Fleisher, national magazine contact; Ira Tulipan, newspaper contact; Anne Schwartz, fan magazine contact; Sullivan; publicity manager; Leo Pillot, special events director; Meyer Hutner, associate publicity manager; Harold Rand, trade newspaper contact; and Robert Wronker, feature writer.

"Peter" Gets

World-Wide Whirl

SHOWMANSHIP is going forward along a broad front in the 20th-Fox campaign launching "A Man Called Peter" in CinemaScope, the company's Easter holiday attraction. The promotional campaign, both nationally and internationally, is one of the largest and most comprehensive undertakings in many years.

Under the direction of vice-president Charles Einfeld, the company is pulling out all the stops to pre-sell the filmization of Catherine Marshall's best-seller to the widest possible audiences. To this end, $500,000 has been appropriated.

Launched months ago when Samuel G. Engel went into production with a cast headed by Richard Todd and Jean Peters, it is currently reaching a resounding crescendo in all parts of the nation and abroad.

Two-color ads will be featured in the April issues of a brace of leading national magazines. Hitting the news stands in March, insertions were set to appear in the Saturday Evening Post, Life, Look, Redbook, Seventeen, Woman's Home Companion, and Family Weekly. This national campaign is being supplemented with advertisements in Sunday newspaper magazines including This Week, American Weekly, Parade, Pictorial Review and five locally printed newspaper magazine sections in Atlanta, Louisville, Denver, Omaha, and Oklahoma City. Full-page ads in The Christian Herald (two issues), Presbyterian Life (two issues), Christian Advocate, Forth, The Lutheran, and The Club Woman, publication of the General Federation of Women's Clubs, also will spread the word.

A quartet of advance run-of-the-paper teaser ads are being used in daily newspapers in 85 key centers throughout the country in conjunction with page-dominating and full-page insertions keyed to playdates of the film.

Television and radio will supplement the newspaper teaser campaign to blanket the country. Importance of the film for its spiritual as well as entertainment values is underscored by a full-scale campaign launched by the National Council of the Churches of Christ in the United States and its many affiliated denominational offices. Thousands of leading clergymen, lay church figures and opinion makers will see the picture in more than 60 key cities this week as part of a unique public relations program set by 20th-Fox.

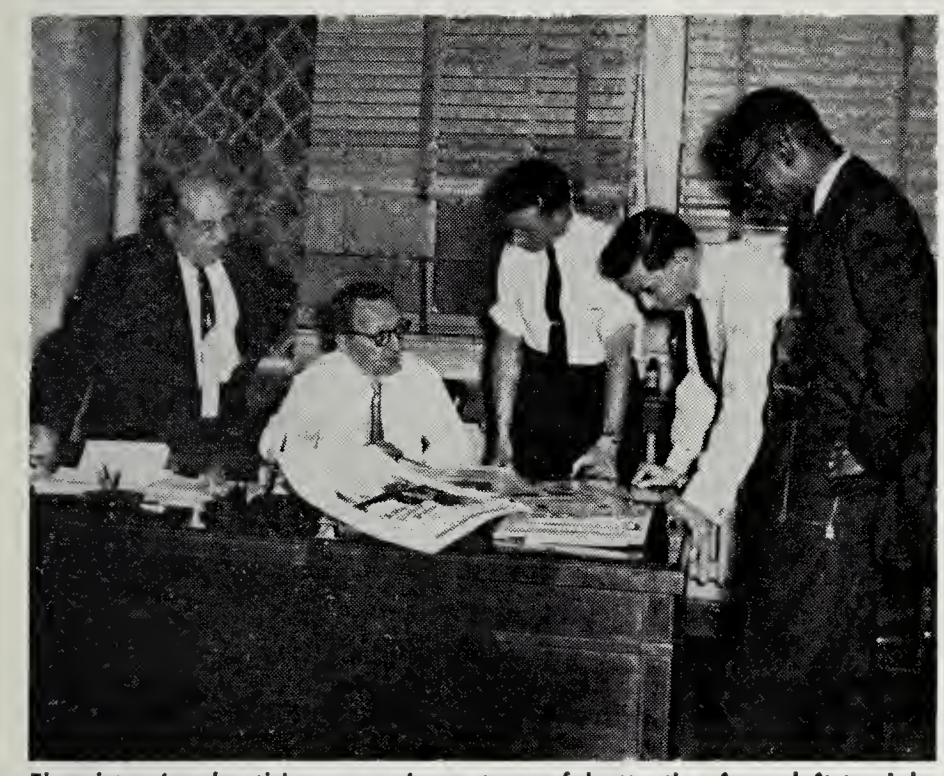
A team of 11 film industry figures, headed by Arthur DeBra, community relations director, Motion Picture Association of America, will cover the 60 cities.

Also in motion in the film's behalf is a comprehensive promotional campaign set by McGraw-Hill, publishers of Mrs. Marshall's celebrated book. A national newspaper advertising campaign and expanded point-of-sale promotion in thousands of department and book stores will create an even larger audience for the film.

"A Man Called Peter" is set to have simultaneous world premieres on March 31 in New York, London, and Glasgow, Scotland.



Left, checking advertisements, posters, and accessories for "Peter" are, left to right, Jerry Novat, poster department head; Paul Grosz, assistant art department manager; and Herman Temple, temporary art department director; right, planning field exploitation and the press book for the production are, left to right, Earl Wingart, merchandising manager; Nat Weiss, press book editor; Bush; and Mack Eichler, head of field exploitation for "Peter."



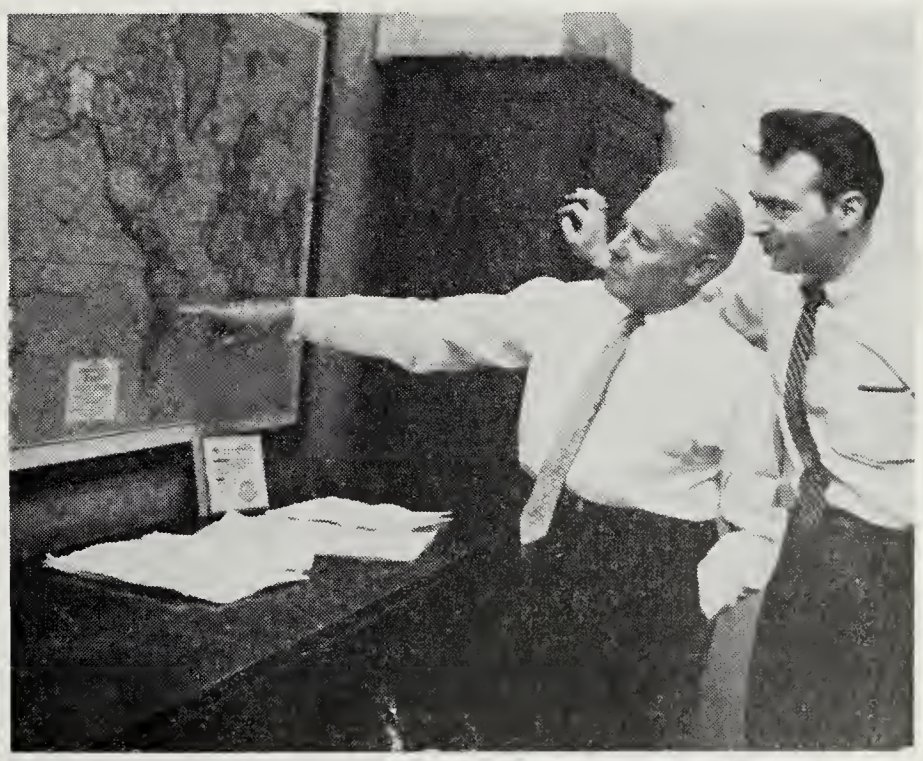
The picture's advertising campaign gets careful attention from, left to right, Leo Israel, ad production department; Abe Goodman, advertising manager; Charlie Cohen, assistant advertising manager; and ad copywriters Richard Carp and Claude Lewis.



TV and radio promotion of "A Man Called Peter" are mapped by the company's video-audio department under the direction of Martin Michel, left, and his assistants, William Stutman, center, and Claude Baruch, right, in another facet of the many sided campaign.



Meeting to check plans for the world premiere at New York's Roxy are, left to right, William Miller, assistant manager; Isabelle Austin, publicity head; William Moclair, executive director; and John Galloway, assistant manager of the Broadway showplace.



International promotion is discussed by Leslie F. Whelan, director, advertising and publicity, 20th-Fox International Corporation, and his assistant, Herbert Jaffey. A Glasgow premiere is also set for "A Man Called Peter," as well as one in London.

The International Scene

(*Continued from page 7*)

the Union Internationale de l'Exploitaion Cinematographique in Paris, April 20-22. CEA's general secretary, W. R. Fuller, and treasurer E. J. Hinge will attend this meeting. They have been informed that 20th-Fox CinemaScope subjects were available for showing in America at 1.75 to 1, but not available in the Unitd Kingdom. American exhibitors have been queried about this, but no replys have been received. CEA's delegates to the convention have been instructed to interview MGM, Warners, and 20th-Fox about the situation.

Associated British Pictures Corporation has become the fifth major motion picture company to adopt Perspecta Stereophonic Sound, according to cabled news received from London by Perspecta Sound, Inc., in New York.

Scotland

In tribute to Peter Marshall, who was born and spent his early years here, unprecendented Glasgow civic plans are being formulated for the world premiere of "A Man Called Peter," 20th-Fox's CinemaScope filmization of the famed minister's life story. The event, to take place early in April, will mark the first premiere of any CinemaScope production simultaneous with openings in the United States. In attendance will be a galaxy of dignitaries from the civic, political, social, and business world, and leading clergymen of all faiths. Sir Alexander King, prominent exhibitor and producer, is serving as head of a special premiere committee which is mobilizing citizens from all walks of life to participate in honoring the memory of the native son who rose to international prominence as chaplain of the United States Senate. Special efforts are being made to have Mrs. James Hutton, a sister of Marshall who resides here, her husband, and members of Marshall's family attend the gala invitational event, expected to be one of the most glittering in Glasgow history. Official recognition of the premiere of "A Man Called Peter" is anticipated with a proclamation from the mayor along with a host of other events heralding the picture.

Italian Color Print Problem Reported Solved

NEW YORK—The Italian color printing problem was reported satisfactorily solved last week with the Italian Government agreeing to the release of the import permits which have been witheld under Italian insistence that American companies agree to the turning out of such prints in Italian labs.

The agreement provides that American companies negotiate individually the percentage of color prints to be made in Italy. It was worked out in Paris by G. Griffith Johnson, MPEA vice-president, with Dr. Nicola De Pirro and Dr. Eitel Monaco of Italy.

Military Theatre Plan To Get One-Year Trial

WASHINGTON—Tentative agreement was reached last week between the Defense Department and representatives of exhibition on a one-year trial plan to help small town theatres in the regions of military bases.

The trial plan embodies restricting the showing of pictures at post theatres until 14 days after the local theatre has shown them, provided that the local theatre showed the picture within 30 days after it opened in the key city in the local exchange area. It also provides for relaxation in the rules for admittance to post theatres, allowing families of service men to go to post theatres without being accompanied by the serviceman, and allowing the serviceman to take a limited number of guests with him without the necessity of obtaining the permission of his commanding officer.

Four Navy installations have been added to the list of 95 Army and Air Force post theatres, originally sent to the Defense Department. The agreement would only affect those local theatres in the areas listed.

The areas of agreement will be listed in a "letter of intent," which must then be submitted to the four services and to exhibition and distribution for their approval. It is expected that exhibition and distribution will approve the agreement immediately.

This Was The Week When.....

Jean Hersholt celebrated his 50th anniversary as a motion picture actor with a Paramount Hollywood studio premiere of "Run For Cover," his latest. . . . A special meeting of Warners directors voted a dividend of 30 cents per share of common, payable May 5 to holders of record April 15. . . . Silvana Mangano's "Mambo" and Danny Kaye's "Assignment Children," from Paramount, were announced for a March 30 opening at the Criterion, New York. . . . The first world premiere of a Hollywood film in Australia was set when MGM's "Interrupted Melody" was scheduled for the Metro-Collins Street, Melbourne, on April 20, for the benefit of Melbourne's Women's Hospital.

Eastman Kodak announced a $28,300,000 wage dividend, $28.75 for each $1,000 earned at Kodak in the last five years. . . . The Japanese film, "The Imposter," had its American premiere at the 55th Street Playhouse, New York. . . . March 31 was set for the first international world premiere of any 20th-Fox CinemaScope film with "A Man Called Peter" opening simultaneously at the La Scala, Glasgow; Carlton Haymarket, London; and the Roxy, New York, for the benefit of the Highland Fund of North America and the Caledonian Hospital of Brooklyn. . . . Columbia's "Tight Spot" opened at the Palace, New York. . . . Gina Lollobrigida's latest English language film, "The Wayward Wife," was set to open at the Globe, New York, on April 1.

About People

OAKHURST, N. J.—The appointment of Lieutenant Colonel Thomas Paolozzi, Army Signal Corps, retired, as a special administrative executive assistant, was announced last week by Walter Reade, Jr., president, Walter Reade Theatres. Reade said that Paolozzi's primary duties will be the coordination and improvement of administrative procedures within the circuit, and the better coordination of various departments. He will also function as a special assistant for administrative purposes to Reade and to Edwin Gage, circuit vice-president.

NEW YORK—Columbia announced the appointment last week of Lester Dember as copy chief for the company's advertising department. Dember will work directly under the supervision of Howard R. LeSieur, director of advertising, publicity, and exploitation. He will assume the duties formerly held by John Cunningham, who resigned. Dember joins Columbia from the advertising agency of Buchanan and Company, with whom he has been associated as copy chief for the past 11 years.

NEW YORK—Harry Brandt, president, Brandt Theatres and the ITOA, has been named chairman and master of ceremonies of AMPA's luncheon today (March 23) devoted to the MGM Ticket Selling Workshop at the Piccadilly Hotel, it was reported last week by AMPA's president David A. Bader. Brandt will introduce Mike Simons, MGM director of customer relations, to AMPA's audience which will be composed of members and local exhibitors.

LOS ANGELES—Stan Brown, veteran Fox West Coast district manager in charge of 24 theatres, has been upped to direct National Theatres' new advertising research program, it was announced last week. Simultaneously, Edwin F. Zabel, FWC general manager, announced the promotion of Ernest Sturm, San Diego district manager, to succeed Brown. Bob Smith, manager, Orpheum, San Diego, moves up to Sturm's spot.

NEW YORK—Columbia announced last week the resignation of John Cunningham, for the past three years creative advertising manager for the motion picture corporation. Cunningham is leaving to form his own advertising and promotion corporation and will concentrate on motion picture advertising, idea campaign, copy, layout, and promotion.

HOLLYWOOD—Margaret Hallack has been named assistant to Mort Blumenstock, Warner vice-president in charge of advertising and publicity, according to a studio announcement last week. A member of the Warners publicity staff for the past 10 years, Mrs. Hallack was in the newspaper publishing business in Montana before joining the studio.

NEW YORK—Budd Rogers and John McCarthy have been retained as producer's representative's for United Artists' "The Tiger And The Flame," it was announced last week by William J. Heineman, vice-president in charge of distribution for UA.

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 24) Washington: Australia's Prime Minister Menzies here. Germany: Free Europe Press pierces Iron Curtain 100,000,000th time. Belgium; Captain Townsend meets the press. Uruguay: Thomas Pappas proves able U.S. goodwill envoy. Bavaria: Beer lovers tap spring kegs. England: British film awards. Australia: Floods leave mud, havoc. New Hampshire: Andrea Lawrence tops in slalom. Australia: Five-year-old aqua prodigy. Bavaria: Loggers race.

NEWS OF THE DAY (Vol. XXVI, No. 258) Chicago: U.S. opens atom school. England: New life saver for airmen. Belgium: Captain Townsend meets the press. Canada: Spring and summer hats. Washington: President boosts Easter Seal sale. Italy: Record snow blankets Venice. Los Angeles State College, Cal.: "Equalizers" for basketball. Germany: Finger wrestling.

PARAMOUNT NEWS (No. 81) Italy: Police down demonstration. Canada: Locomotives for India. Chicago: U.S. opens atom school. Marineland, Fla.: Spring training with a porpoise. Sebring, Fla.: 12-hour auto race. New Hampshire: Olympic ski tryout. Augusta, Ga.: Women's titleholders' golf championship.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 656) Washington: Australia's Prime Minister Menzies here. Washington: President boosts Easter Seal sale. Washington: Photo exhibit. Boston: Piggy back train. England: British film awards. San Mateo, Cal.: Yo-yo contest. Annapolis, Md.: Navy gridders train. Hollywood: Abbott and Costello with Bobo Olson. Daytona Beach, Fla.: Motorcycle classic.

WARNER PATHE NEWS (Vol. 26, No. 63) Chicago: U.S. opens atom school. Washington: Photo exhibit. Hollywood: Look magazine presents star awards. France: Philip ends holiday on Riviera. Sicily: Fashions in "separates." Australia: Floods leave mud, havoc. Canada: Hot drivers cool off. Daytona Beach, Fla.: Motorcyle classic.

IN ALL FIVE:

Lake Placid, N. Y.: Olympic bobsled tryout.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 23) Washington: Secretary Dulles reports on Far East. Australia: Floods. New York: Jet breaks four-hour coast to coast mark New York: Vyvyan Donner's hat fashions. Germany: Canada wins world hockey championship from U.S.S.R. Australia: Rodeo.

NEWS OF THE DAY (Vol. XXVI, No. 257) Yucca Flats, Nev.: Latest atomic blast. Ohio River: Flood. Hawaii: Volcano keeps spreading ruin. England: Princess Margaret's romance stirs Britain. Belgium: Grammont festival. Germany: Canada wins world hockey championship from U.S.S.R.

PARAMOUNT NEWS (No. 60) Washington: Secretary Dulles reports on Far East. Ohio River: Flood. New York: Jet breaks four-hour coast to coast mark. England: Princess Margaret's romance stirs Britain. Germany: Canada wins world hockey championship from U.S.S.R.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 655) New York: Jet breaks four-hour coast to coast mark. Virginia: Folding bridge. New York: Fashions for chubby youngsters. New York: Car of the future. New York: Golden Gloves. Germany: Canada wins world hockey championship from U.S.S.R.

WARNER PATHE NEWS (Vol. 26, No. 62) New York: Jet breaks four-hour coast to coast mark. Switzerland: 'Copter lands atop Alps. India: One million at Moslem rice festival. Virginia: Folding bridge. New York: Golden Gloves. West Palm Beach, Fla.: Kansas City A's—new name, old faces.



Charles C. Moskowitz, vice-president and treasurer, MGM, recently executed the contract for the world-wide distribution of Samuel Goldwyn's "Guys and Dolls," as Charles M. Reagan, vice-president and general sales manager, MGM; James A. Mulvey, president, Samuel Goldwyn Productions, Inc.; and Arthur M. Loew, president, Loew's International, looked on.



United Artists president Arthur B. Krim, left, in Rome for overseas celebration of the company's 35th anniversary, was recently awarded the decoration of Knight of the Italian Republic by Nicola De Pirro, director general, Italian Government Entertainment Industry. The presentation was made at a testimonial luncheon sponsored by ANICA and AGIS, Italian film organizations.

Konecoff

(*Continued from page 4*)

low. 1953 saw the gross receipts split along these lines: French films accounted for 48 per cent, American films for 35 per cent, English films four per cent, Italian films eight per cent, miscellaneous five per cent. 1954 had French films taking in 49 per cent, American films 34 per cent, English product four per cent, Italian films six and one-half per cent, miscellaneous six and one-half per cent.

Pathe has completed one picture in CinemaScope and may make others in that medium depending on the results. They make about 10 pix annually almost all in co-production deals and they are seeking more such deals with companies interested in making films in France. They are also seeking to enlarge their distribution to a world-wide basis instead of merely working locally and would take on American-made films for distribution in France, Belgium, and North Africa. About 100 features have been made in France in 1953-1954, and it looks as though this year will see a similar amount.

Contrary to some belief, it was reported that French producers, who spend on an average of $300,000 per film, can get back their money via distribution in France; but in order to receive a profit, distribution abroad is in order with the best market for French films today being Belgium and Germany. Shooting time has increased and more attention is being paid to quality to please audiences which have become more discriminating. Costs top have risen about 20 per cent.

Television doesn't affect theatre attendance since the number of sets owned by the public is limited, with under 40,000 sets in use today; and they didn't think that the type of competition encountered by American theatres with the medium will ever develop in that country. Exhibitors are utilizing the medium to help sell films in theatres via advertising in the form of trailers.

The average first-run admission price in Paris is about one dollar with half that being asked in the suburbs and included in this rate is a 33 per cent admissions tax. Incidentally, this tax is paid the same day it's collected so the government gets its share right away. About 20 per cent of the French films are classified as "For Adults Only" and adherence is strict with license loss in the offing if the law is broken.

THE METROPOLITAN SCENE: William Moclair, managing director, Roxy, reported that 10,475 employes of the metropolitan motion picture theatres were guests of the theatre in celebration of the 28th anniversary. They were greeted by Gloria Swanson, star of the Roxy's first film "The Loves Of Sonya," who also cut the birthday cake. . . . The March 20th issue of the New York Sunday Mirror magazine section had a two-page spread in the center, plus a cover, on the film "Oklahoma." . . . The March issue of Ladies Home Journal had a full-page four-color tieup ad on "Lady And The Tramp" with Pard's Dog Food. More such are forthcoming in the future with other manufacturers. . . . A special screening of "Man Without A Star" was held for officials of the New York Public library. Star Kirk Douglas does no reading at all in the film, nor does anyone else; but they do a lot of other interesting things. . . . U-I is sending out a pretty slick promotion piece on their two-reel musical "A World Of Beauty." It becomes a one-sheet for lobby or other use. . . . Okeh pressbooks are out on "Three For The Show," "The Long Gray Line," "Tarzan's Human Jungle," and "The End Of The Affair." . . . Gina is coming back to New York, but not in person. Instead, a painted reproduction of a full-length photograph measuring 1,219 square feet was scheduled to rest above the marquee of the Globe to announce the arrival of Lollobrigida's latest film, "The Wayward Wife," an IFE release. That corporation wants it known that, contrary to some customs elsewhere, Gina posed for the picture and that no substitutions were made anywhere in the foto.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising





Jack Wodell, manager, Paramount, Denver, recently developed two terrific stunts in connection with the showing of U-I's "The Far Country." One, left, had gold panning on the sidewalk in front of the theatre with the winner getting a free vacation trip to the "far country" where the film was shot; and the other, right, a sourdough pancake baking contest in the foyer with the prizes donated from cooperating merchants and Quaker Oats, which co-sponsored the event. The stunts sure whipped up plenty of attention for the theatre and the film.

Reade Houses Use "Oscar" Contest Stunt

OAKHURST, N. J.—Walter Reade Theatres in Monmouth and Ocean Counties, in New Jersey, have tied in with The Asbury Park Press, a daily newspaper with over 30,000 circulation in the populous North Jersey Shore area, to conduct a contest in which the public has been invited to guess the winners of the forthcoming Academy Awards.

Walter Reade, Jr., circuit president, said that the nine theatres currently operating in the two counties will post $500 in cash prizes to be split among the winners. The contest is the same one that COMPO of Texas has conducted for several years, and now has made available to exhibitors throughout the country.

The Asbury Park Press is running an entry blank daily in which the public will be invited to guess the winners of the best picture, best actor, best actress, best supporting actor, best supporting actress, and best director. Nominations will be sent to the theatres and the theatres will tabulate results daily, so that the paper will carry daily results of the poll right up through the awarding of the Oscars on Wednesday, March 30. The theatres will then pick the winning entries that night so that results will be announced in the paper the next day.

The newspaper has assured full news coverage, including publication of pictures of the contenders and virtual day-by-day stories on the progress of the balloting.

Theatres participating are, in Asbury Park, Mayfair, St. James, Lyric, and Savoy; in Long Branch, Paramount; in Red Bank, Carlton; in Freehold, Strand; in Eatontown, Eatontown Drive-In; in Toms River, the Community. The theatres are running trailers and have large lobby displays promoting the contest.

Reade said that the contest should stimulate tremendous public interest, not only in the movies themselves, but in the Academy Award contest and in pictures in which contenders appear or directed.

NSS Has Easter Ideas

NEW YORK—National Screen Service has issued a booklet packed full of screen and display promotions to bring exhibitors big Easter profits. These range from merchants' Easter screen ads and Easter show trailers to spring fashion show ideas and 40 x 60's on Easter show displays and Easter greeting displays. Also available are go-to-church trailers, and Easter vacation kiddie show trailers. All should prove money-making trailers and displays that can make Easter at the average theatre one of the biggest boxoffice events of the spring season.

Airways Tieup For Guinness

NEW YORK—Alec Guinness in a scene from his first Technicolor comedy, "To Paris With Love," will be featured in a series of full-page ads in connection with a Pan-American World Airways forthcoming travel promotion, it was announced last week by Frank Kassler, president, Continental Distributing, Inc.

The promotion was developed by Miss Jeraldine Cooper, Continental, together with the J. Walter Thompson Advertising Agency and Pan-American World Airways.



Earl W. Barlow, manager, Alma, Vancouver, B. C., Canada, recently arranged this effective display, featuring two femme members of the staff in appropriate jungle safari costumes, as bally for MGM's "Mogambo." It was mighty cold outside with plenty of snow, so the contrast proved all the more effective.

Bally Variety Is Key For "Purple Plain"

NEW YORK—A solid all-media promotion program combining coloring contests, spectacular street bally, armed forces participation, and a book tie-in has been set in behalf of United Artists' "The Purple Plain," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

Designed to give maximum backing to both key openings and smaller situations, the campaign will be implemented on the local level by United Artists' recently-expanded field staff, in cooperation with participating merchants, newspapers, and distributing organizations.

Pegged on Gregory Peck's starring role as a World War II bomber pilot fighting in a critical Burmese jungle campaign, "The Purple Plain" military exploitation will draw support from Air Force, Army, and Marine Reserve units in colorful salutes to veterans of the China-Burma-India theatre. Parades and lobby presentations honoring decorated heroes of some of the war's most famous Asian actions will highlight openings.

Small fry will be brought into the comprehensive campaign with coloring contests keyed to an outline drawing depicting Peck and Burmese beauty Win Min Than in one of the romantic adventure's action sequences. A special comic-strip serialization of the story will provide five consecutive days of newspaper coverage slanted to both youngsters and adults.

Impressive street bally to hypo round-the-town interest will send massive floats with giant blow-ups of Peck and Win Min Than in advance cruises of shopping districts and suburban areas.

Wide-ranging penetration will come from special displays of the Bantam Book edition of "The Purple Plain." Special aids for the radio-TV program include telops and slides, video featurettes and trailers, and recorded spot announcements, interviews and lobby records.

NEWS OF THE Territory



Ray Moon, assistant general sales manager; and F. T. Murray, head, branch operations and maintenance, U-I, recently presided at a meeting with the southern branches at the Hotel Roosevelt, New Orleans. Seen, seated, left to right, are Mary Kelly, New Orleans; G. J. Malafronte, assistant to Murray; Murray; Moon; Irving Weiner, head, print department; Thelma Haglund, Atlanta; Joseph Moreland, New Orleans; and, standing, left to right, Oliver Mathews, Jacksonville; Otis Ray, Jacksonville; Clayton Casbergue, New Orleans; Hugh McKee, Oklahoma City; James Christain, Cincinnati; Sam Sherman, Cincinnati; M. J. McDermott, home office representative; Jack Durell, Memphis; Roy Smith, Dallas; Lewis Dreisbach, Dallas; Ralph Bergquist, Atlanta; Ernest Ziegler, home office auditor; Robert Boovy, Charlotte; and Willard Ayers, Charlotte.

BRANCHES

Atlanta

Ben Jordan and Jimmy Campbell, sales representatives, Allied Artists Southern Exchanges, were in for a sales meeting with branch manager Jimmie Hobbs. . . . The Atlanta WOMPI was back after attending the first meeting of WOMPI, Jacksonville.

A son was born to Mrs. Byron Adams, wife of United Artists' branch manager.

Mrs. Betty Rary, president, Women of the Motion Picture Industry, was guest of Miss Helen Parrish on her morning radio show. . . . As first president, Women of the Motion Picture Industry, Mrs. Laura Kenny will award an annual trophy to be known as the "Laura Kenny Award to Atlanta's WOMPI of the Year." The first award will be made on April 1 at a dance sponsored by WOMPI at the Variety Club. The award will be based on loyalty in attendance or meetings, willingness to work, individual achievement in service, and interest in the promotion of WOMPI and its ideals.

P. J. Nichols is new owner of the drive-in at Apalacicolo, Fla.

In Nashville, Tenn., a bill now in both Houses of the Legislature and unopposed would authorize county courts to legalize Sunday movies at drive-ins outside incorporated towns or cities. Another measure that would have completely outlawed fireworks in the state has been defeated. Outside of an increase of two to three per cent sales tax on sales over 14 cents, motion pictures have been untouched by adverse legislation at this session.

The Orlando Drive-In, Orlando, Fla., claimed to be the first drive-in to be built in central Florida, is celebrating its 15th anniversary. . . . The Princeton, Princeton, N. C., seemed to have its signals mixed up when it scheduled "Smoke Signal." About an hour before the show started, flames swept the theatre causing damage estimated at $18,000. . . . The Vance, Chipley, Fla., has new owners, Mr. and Mrs. Joe F. Davis, Ariton, Ala. It was formerly owned by the Martin Theatres. . . . Joseph Cohen, formerly with theatres in Boston, is now manager, Albany, Albany, Ga. . . . Pete Brice, Pal Amusement Company, Vidalia, Ga., said that work would start on their Pal, Louisville, Ga., which was destroyed by fire. The new theatre will seat 600.

George P. Moore, Jr., has been named sales manager, Beeland-King Film Productions, as part of the over-all expansion of the company, which makes industrial and commercial films. An ultra-modern film laboratory and other new facilities are being currently installed.

Jimmie Jerrell is opening a new deluxe drive-in at Commerce, Ga., with CinemaScope. . . . Wink Snelson, At-Co-At, Toccoa, Ga., has finished a remodeling job on his Macon, Franklin, N. C. . . . The MCM circuit, with headquarters in Leesburg, Fla., is preparing to build a 599 car drive-in there.

Mrs. E. A. Gilliam, motion picture censor, was guest speaker in the Southern Literature class of the Atlanta Division University. She gave a talk on "The Problem of Censorship."

Charlotte

PARAMOUNT — Al Duren, branch manager, and Miss Lois Nixon were married. Congratulations from their many friends in the Carolinas. . . . Gus Heffner, employee, has returned to the states after serving two years in the army. Gus also was married recently and he and his bride will make their home here. . . . In setting bookings were R. D. McGowan, Joyce, Spring Hope, N. C.; Jack White, Carolina, Allendale, S. C.; Roy Helms, Rowe, Elizabethtown, N. C.; Willie Sams, Statesville Amusement, Statesville, N. C.; Jimmie Earnhardt, Taylor, Edenton, N. C.; V. D. Holt, Troy, Troy, N. C.; W. H. Hendrix, Central, Greensboro, N. C.; Sam Trincher, Legendre Circuit, Charlotte, N. C.; J. R. Herlong, Saluda, Saluda, S. C.; and Mrs. H. J. Chapman, drive-in, Sanford, N. C.

PIEDMONT PROMOTIONS — Carolina Drive-In, Lenoir, N. C., is now being served by this office. . . . Martha Roberta Brown, daughter of Mrs. Charles Reid Brown, secretary to the MGM branch manager, has started to work here.

Alonzo Parrish was at NSS buying equipment to replace his damaged screen at the Starvue Drive-In, Benson, N. C. . . . Mrs. Ruby Alexander, bookkeeper, NSS, is a patient at Memorial Hospital.

Screen Guild branch manager Scott Lett and his wife have returned from a cruise in South America and report they had a wonderful time. . . . Bill Cline. Reinhardt emloyee, took a few days off for vacation.

W. F. Harris, Jr., who has been living in Roanoke, Va., and has been connected with Northern-Western Railroad, is now sales representative for Harris Theatre Sales.

QUEEN CITY BOOKING — Mrs. Margie Thomas reports the following drive-ins reopening, Henderson, Henderson, N. C.; Twin Oaks, Sparta, N. C.; Sundown, Greensboro, N. C.; Plaza, Tabor City, N. C.; and New River, Jacksonville, N. C. The latter is remodeling with new wide-screen and CinemaScope. Mrs. Victor Venters is the owner. Also in buying and booking was H. P. Campbell, Skyland Drive-In, Skyland, N. C., for reopening.

Seen along Film Row was Jack Sims, former booker, Fox Film, who has been a patient in the hospital.

Mrs. Laura Ann Stroupe, Wilby-Kincey, retired to become a house wife and to await the patter of little feet. . . . Charlie Freeman will become a proud papa for the second time soon.

Jacksonville

The nation's newest motion picture production company, Southeastern Film Studios, has announced that it is ready to embark on a schedule of TV shows and commercials, documentary films, and even a feature-length motion picture. With 12,000 square feet of floor space under one roof, an interior construction and installation program has recently been completed. Officers of the new concern are Glen Lambert, president; Forrest C. Wood, executive vice-president; and Robert Yale, secretary. The feature picture, for which they have the screen rights, is to be based on "The Flames Of Time," a Florida historical novel written by Baynard Kendrick. Bender Cawthon, local projectionist, is acting as sound technician. Lambert and Yale

FOR SALE

540 American Opra. Chairs, 5 ply backs, upholstered and spring bottoms, condition above average for 6 years use. Make me an offer. F.O.B. Jackson, Tenn.

STAR THEATRE

P. O. Box 253, Jackson, Tennessee

spent many years in Hollywood and New York with major film companies. Wood is a local business man and sportsman.

Tim Crawford, former manager, Rialto, Orlando, Fla., is the new manager, San Marco, art house on the south side, which is the city's only second-run theatre with a policy of booking single feature programs. . . . Two MGM exploiteers were in town, Judson Moses came from Birmingham, Ala., and Jack Weiner, from Miami, Fla., where he presented Look magazine's award to Helen Traubel as the most talented newcomer to the screen in 1954 for her performance in "Deep In My Heart."

Memphis

Gage Prichard, son of Allied Artists southern division manager J. A. Prichard, Dallas, turned in the best 100-yard breastroke ever turned in by an SMU freshman, 1:04.7. . . . Visitors were Doc Lyles, Ritz, Oxford, Miss.; Mr. and Mrs. Frank Easley, Lindy, Linden, Tenn., feeling mighty proud of that Linden High team that won the state championship; Ritz Espy, Victory, Weiner, Ark.; J. D. Shepherd, Rex, Devalls Bluff, Ark.; Alvis Bryson, Arkansas, Mammoth Springs, Ark.; Mrs. Glen Moser, Gay, Olive Branch, Miss.; B. J. Ford, Ford, Rector, Ark.; W. Bedford, Marion, Hamilton, Ala.; Billy Ruffin, Ruffin, Covington, Tenn.; Mrs. John Keller, Joiner, Joiner, Ark.; R. B. Dossett, Lakeside Drive-In, Starkville, Miss.; William Elias, Murr, Osceola, Ark.; Moses Sliman, Lux, Luxora, Ark.; and Walter Lee, Little Rock, booking for his theatres in Heber Springs and Des Arc, Ark.

M. A. Lightman, Sr., and associates bought the Bellevue Drive-In and the Summer Drive-In, as announced by M. A. Lightman, Jr. There will be a remodeling job on the concession stands and some changes in equipment. This will make eight Malco local theatres. . . . The try at single bill features by the suburban houses in Memphis was short-lived. However, Mike Maceri, Zer-Mac Theatres, who has the Lamar, says, "We will continue to show nothing but the finest available films, and for at least two or three more weeks, we will show them on single bills. We've had nothing but favorable comment. People like to come in, see the feature they want to see and get home at a decent hour. And, unless a change is expressed by the patrons, we will not go back to double bills."

Robert F. Blank and G. L. "Jack" Mitchell, owners, Tri-State Theatre Supply Company, have taken to the air to give exhibitor accounts fast service. Recently they installed an electronic direction finder in one of their aircraft. This device is known as the poor man's automatic direction finder inasmuch as it costs less than $200, compared to $1,000 for the ADF.

New Orleans

Manley's manager George Y. Harrell and the Mrs. have returned from a visit in Memphis with Mr. and Mrs. John Saunders. . . . Andy Bevelo, Theatres Service Company booker, resigned to enter the metal-craft business with his father. . . . General manager of United Theatres, Arthur Schwartz, and wife Ruth are vacationing in Miami, Fla. . . . Maxine Bevelo is pinch hitting for Page M. Baker's secretary, Jeanne Claybrooke, who is bedded at Oschner Clinic for minor surgery.

Louisiana exhibitors seen around were Ira Olroyd, Teche, Franklin; Nerry Comeau, St. Martinsville; Lewis Cox, Pierre Part; Roy Saxon, Elroy, Kentwood, and his partner, E. E. McMillan, Welsh, Franklinton; Marvin G. White, Midway Drive-In, Westlake; "Pops" Molzon, Royal, Norco; "Lefty" Cheramie, Rebstock, Golden Meadows; Frank and Robert deGraauw, F and R Enterprises, Abbeville; John Luster, W. W. Page Amusement, Robeline; Frank Olah, Sr. and Jr., Star, Albany; E. A. Pittman, Ritz, Hammond; Ernest Delahaye, Maringouin; O. Gaude, Port Allen; and Doyle Maynard, Don, Natchitoches.

Mrs. Emma Grady's 82 Drive-In, Stamps, Ark., reopened for the new season. . . . R. W. Godwin, RCA field representative, Lake Charles, La., visited with manager William Murphy and staff at Southeastern. . . . Paul Shallcross, American Desk Manufacturing representative, Temple, Tex., was in after a trek in upper Louisiana. . . . Floyd Earhart, formerly with Transway and the Pix, died at the age of 29. He is survived by his widow, Elmear Bollinger, daughter Cynthia Ann, his mother, two brothers, and a sister.

Roy C. Thibodeaux, Lawtell, La., opened a brand new theatre, the Dixie, Lewisburg, La. . . . Jack Webb, in town to shoot the prologue scene of his upcoming movie, "Pete Kelly's Blues," treated the press to cocktails in his suite at the Roosevelt while pow-wowing about the locale of his new vehicle. Doing the honors as mixologist was none other than Mrs. Lew Wasserman, wife of the head, Music Corporation of America. Mrs. Webb, the former Dorothy Towne, was there too.

In Haynesville, La., funeral services were held for Jess D. Tinsley, 48, who with his wife operated theatres in Jonesboro.

WOMPI Spreads To Sixth Spot

CHARLOTTE — By prearrangement with the Atlanta organization of WOMPI, an enthusiastic gathering of 65 women employes of local branch offices of film distributors, booking agencies, and circuit offices was held here, with the local film workers forming a branch of WOMPI.

Sparking the meeting and setting forth its aims, activities and accomplishments at the local, state, and national levels were six hard-working officers of Atlanta's WOMPI, Betty Rary, president; Johnnie Barnes, national extension committee member; Laura Kenney, national secretary; Edythe Bryant, Atlanta extension chairman; Nell Middleton, national treasurer; Frankie English, chairman, insignia emblem and stationery.

The following officers were elected, Mrs. Myrtle Parker, Paramount, president; Mrs. Gladys Hawkins, Wilby-Kincey, first vice-president; Mrs. Rosaline Hutton, Columbia, second vice-president; Mrs. Mildred Hoover, Paramount, recording secretary; Margaret Baker, Wilby-Kincey, corresponding secretary; and Mildred Warren, 20th - Fox, treasurer.

The following nominating committee for the slate of officers for the board were appointed, Nancy Wilson, MGM; Myrtle Furr, Warners; Lillian Nolan, RKO. A second meeting of the nation's sixth WOMPI group was scheduled at Thacker's Restaurant for April 27.

Arkansas

Little Rock

A five-year-old Rhesus monkey gave birth to a little one at the Zebra Drive-In, Pine Bluff, Ark. The monkeys are the beginning of a kiddie zoo to be featured at the spot this season, according to manager Henry Seamon. The grand opening of the spot for the season featured a large display of fireworks. Seamon came to the Zebra from the 71 Drive-In, Fayetteville, where he had been manager for five years.

Florida

Miami

Walton Oakerson, manager, Essex, Hialeah, Fla., was working hard on his annual free Easter vacation sponsored kiddie show. . . . Burton Clark, manager, Boulevard Drive-In, North Miami Beach, Fla., was working on his annual Easter Egg hunt for the kiddies. . . . Special children's shows were held at the Essex, Sunset, Center, Parkway, Rosetta, Strand, and Surf, on a recent school holiday, with the shows being called "No School Today Jamborees." At the Boulevard Drive-In, the special show was held the night before and termed "No School Tomorrow" show.

Georgia

Savannah

Drive-in church services will be resumed at the Victory Drive-In every Sunday morning.

Mississippi

Oxford

In a special feature story and editorial in The Oxford Eagle recently, R. X. Williams was termed dean of the local film business. He took charge of the Lyric 38 years ago and still operates it.

North Carolina

Durham

E. Lester Davis and Ellis R. Forrest, owners, Mount Airy Drive-In, Mount Airy, N. C., have announced plans for the construction of another 350-car drive-in at the intersection of Highways 89 and 52 Near Mount Airy, which is expected to be ready for business in the spring.

Charles H. Lewis, manager, Center, here, has been named a member of a special Chamber of Commerce committee, which will promote the sale and use in Durham of Durham-made products.

NEWS OF THE Territory

BRANCHES

Cincinnati

Personable and erudite E. B. Radcliffe, the Enquirer's long-time movie critic, was receiving the congratulations of Film Row folks on becoming a grandfather when a son was born to his daughter, Mrs. William J. Glaser, Jr., a former Enquirer staffer.

The recent Ohio River flood posed no serious problems for local distributors, although a few houses in river towns were forced to close temporarily, and there were some difficulties in delivering films to houses in flooded areas. A heavy wind storm during the flood period caused considerable damage to a number of houses in this area, but all of them remained open while repairs were being made. Frank Decker, Allied Artists salesman in West Virginia, was marooned for several days in Huntington by the flood waters.

Here on business were H. J. Kaufmann, Columbia, New York; Arthur Israel, Paramount, New York; Clarence Hill, 20th-Fox manager of branch operations; U-I's F. T. Murray, manager of branch operations; F. J. McCarthy, southern and Canadian sales manager; and James Frew, district manager. . . . Away on business were Milton Gurian, Allied Artists branch manager, to Springfield, O., and A. Kirby, Republic branch manager, to Dayton, O. . . . Recent vacationers at Paramount were Herbert J. Gilles, branch manager, and Lillian Ahern, cashier.

Exhibitors in were Frank Nolan, Athens, O.; Jack Needham, Frank Yassenoff, Harry Schwartz, and Ted Pekras, Columbus, O.; H. E. Bennett, Circleville, O.; James Herb, Fred Krimm, Roy Wells, Lloyd Hilderbrandt, Lou Wetzel, and William Clegg, Dayton, O.; William G. Goldcamp, Portsmouth, O.; Dorman Law, Roseville, O.; Hank Davidson, Lynchburg, O.; Mr. and Mrs. Paul Orebaugh, New Vienna, O.; Jerry Jackson, Williamsburg, O.; Moe Potasky, Troy, O.; Mrs. Julia Simon, Charleston, W. Va.; Lloyd Rogers, Welch, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Ralph McClanahan, Irwin, Ky.; James Denton, Owingsville, Ky.; Walter Wyrick, Carlisle, Ky.; John W. Patton, Whitely City, Ky.; Fred May, Carrollton, Ky.; Floyd Morrow, Frankford, Ky.; William B. Cain, Paintsville, Ky.; B. F. Wright, Harlan, Ky.; A. J. Dwyer, St. Louis; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; Mannie Marcus, Indianapolis; and Ralph Thacker, Lawrenceburg, Ind.

Variety Club of Cincinnati will hold a western party on March 26 at the Netherland Plaza Hotel. Wild and Wooley's Cowpuncher's Orchestra will be featured and prizes given to the best costumed cowboy and cowgirl.

Through the cooperation of the Council of Churches of Greater Cincinnati, ministers and other religious leaders in this area enjoyed a morning prevue of 20th-Fox's "A Man Called Peter" at the downtown Keith. . . . Frank Nolan, Athens, O., is booking and buying for the Starlight Drive-In, Marietta, O., J. B. Stedman, owner. . . . Sympathy was extended to Bernadine Carter, Warner assistant cashier, on the death of her father

Cleveland

More than 100 industry friends of Ernest Sands assembled for a testimonial dinner in honor of his promotion from manager, local Warners exchange, to branch manager, New York. Sitting down to dinner in the Theatrical Grill were district manager, branch managers, salesmen, and exhibitors of Cleveland and the surrounding territory. Marshall Fine made a hit as master of ceremony when he announced there would be only one speaker, namely Bill Mandell, Warners district manager. Sands, who came on from New York especially for the event, was presented with a government bond.

Ted Mash, Imperial shipper, was gladden as his wife presented him with a son, their first child after 14 years of marriage. . . . Mark Goldman, IFE district sales manager, is on the sick list. . . . Jack Sogg, MGM branch manager, has recovered from the flu which prevented him attending the Workshop in Columbus last week.

M. B. Horwitz, head, Washington Circuit, expecting to leave for Hot Springs, Ark., was forced to postpone his vacation because of an attack of laryngitis. . . . Harry Weiss, publicist, is introducing a novel stunt to promote Republic's "Doctor in the House," set for a twin first-run opening April 9 at the Fairmount and Detroit. In advance of the opening, he has arranged with Leonard Greenberger, Fairmount Theatre to show the picture one night only on March 26.

Oscar Adelman, National Screen Service shipper for the past 15 years, has resigned to become an executive in Cleveland Warehouse Distributors. The office gave him a farewell party. . . . Marie Roessel, U-I cashier, this week celebrated her 35th anniversary with the company. She joined U-I in Buffalo, her home town, in 1920 as assistant cashier, a position she held until 1942 when Dave Miller, U-I district manager at that time, transferred her to Cleveland as head cashier.

The Robins-Enkin family, Warren, O., is beginning to gather again. Leon Enkin's wife and family are due back from Florida, and Joe Robins, owner, Warren and Niles, which Enkins manages, will arrive after his winter in Florida with a couple of weeks at Hot Springs, Ark. . . . Paul Gusdanovic, head, Gusdanovic Circuit, is another exhibitor who is turning his eyes northward. He plans to return the end of March.

All Associated Circuit managers met this week in the circuit's offices for their seasonal pep and policy talks. Both indoor and outdoor theatre managers attended. Buffet lunch was served.

Lou Ratener, area drive-in owner, is having the Akron Theatre Supply, Inc., double the size of the Magic City Drive-In, Barberton, O., screen tower to an overall of 90 feet. For further CinemaScope presentation, Akron Theatre Supply has replaced the older projection room lighting equipment with Ashcraft Super power lamps, Knitron 135 ampere selenium rectifiers, and Bell and Howell anamorphic lenses.

Any exhibitor of Ohio who wants to have his picture taken with Ohio's Lieutenant Governor Brown presenting to him a duplicate of the highway safety award presented to ITOO and National Screen Service at the ITO convention, can have one by coming to Columbus and posing with hizzoner, Bob Wile, ITO secretary, informs his members.

"Should We Have Motion Picture Censorship" was the topic for discussion at a meeting of the Motion Picture Council of Greater Cleveland holding forth in the Higbee Lounge. Panelists were two local attorneys, Irwin S. Haiman and Joseph Thiel. Moderator was C. Howard Allen, Jr., former associate editor, College Deartment of Harper Brothers, and onetime University editor, Western Reserve University. Virginia Beard, Council president and head, visual education department, Cleveland Public Library, presided.

Judge Hoy L. Russell, owner, Russell, Millersburg, O., is celebrating 30 years of family ownership of the Russell. When Russell bought the property in 1925, the theatre was called the Opera House and was located in the Millersburg municipal building. Since 1925, it has been operated only by Hoy Russell, now judge, Holmes Country Probate Court, and his son, Blair Russell. The theatre is one of 11 businesses in Millersburg, O., celebrating 30th anniversaries.

Irving H. Ludwig, sales manager, Buena Vista, was in from New York City for a conference with Leo Greenfield, east central district supervisor and salesmen Ted Levy, who headquarters in Detroit, and William Garner, with offices in Cincinnati.

Detroit

And still they come, the long line of exploitation-minded picture people. Latest and biggest is Kirk Douglas, in to do personal appearances for U-I's "Man Without a Star." . . . The return of vaudeville as exemplified in the Care-Anta wired TV show will be carried by the Hollywood. . . . Windsor, Detroit's Canadian suburb, will pass up daylight savings time to keep in step with the motor city which has not had a midnight sun since 1948. . . . State and city prison officials and assorted brass, saw the opening of "Big House USA" at the Fox.

"East of Eden" was previewed before a select society audience at the Michigan the day before the New York preem. Reason for the select crowd was that Mr. and Mrs. William Harris, parents of the star, Julie, are from Grosse Points. . . . The first spring like weekend cut strongly into boxoffice business.

Indianapolis

The start of the annual four week high school basketball tournament put a damper on weekend business for new attractions. . . . Ray Thomas, U-I city salesman, has returned to work after an illness of several months. . . . Earl Bell has opened the Bellair Drive-In, second one in the city area to get under way. . . . A petition from the Theatair Realty Corporation and Dr. Marvin M. Sandorf to build a shopping center was granted. An 800-car parking lot will adjoin the center.

R. O. Clark is now operating the Star, north side neighborhood house here. . . . The Royal, Evansville, Ind., has been closed. R. A. Steiler operated the house. . . . Allied Theatre Owners of Indiana have decided to eliminate the annual spring convention but are discussing regional meetings in the north and south parts of the state instead. No dates have been decided on. E. L. Ornstein, Ornstein Circuit, Louisville, Ky., was on Film Row calling on exhibitors. . . . Division manager T. O. McCleaster, 20th-Fox, and C. G. Morris spent three days at the local exchange on business.

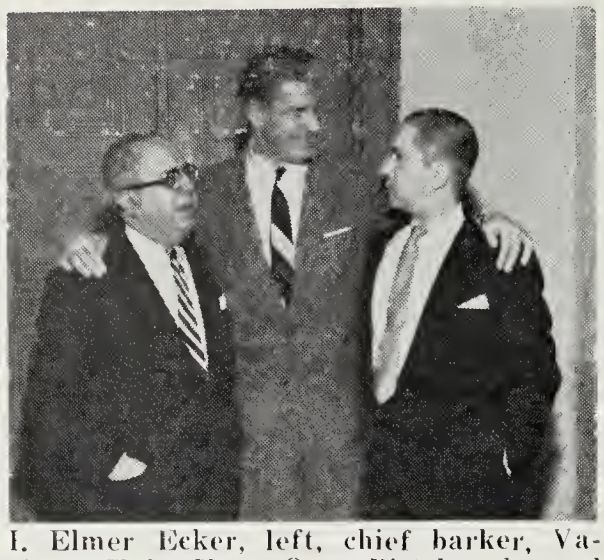
The storm that brought two tornadoes to Indiana destroyed the screen at the Moonlight Drive-In adjoining Fountaintown. The theatre had been set to open April but opening will be postponed. . . . The Adair Drive-In, Columbia, Ky., has been purchased by O. G. Roaden, Roaden Theatres, Loyall, Ky. . . Mildred Ellis, National Screen Service, died from a heart attack. Burial took place from the Harry Moore Peace Chapel. . . . Loew's has scheduled the city's first test of Cartoon-O-Rama for a Saturday-morning children's show.

Pittsburgh

The Eastmont, Pa., area will be the site for a new drive-in planned by Harry Hendel and Bert Stern, who operate a circuit. Stern is also head, Cooperative Buying and Booking combine. Hendel also directs the Allied MPTO here. . . . The St. Mary's borough council adopted its new budget and continued to collect its admission tax.

Racer sport cars were featured at the Johnstown Auto Show where guest tickets were awarded for the Embassy, Johnstown, Pa., which had "The Racers" as its upcoming attraction. . . . Morris Markley, State, New Castle, Pa., was operated on for a severe case of ulcers. His theatre has finally been equipped for CinemaScope projection.

Local projectionists are selling benefit drawing tickets for an automobile being sponsored by the Pittsburgh Central Labor Union. . . . Alex Manos, who recuperated from an operation in Miami, Fla., where he visited his parents, the Mike Manoses, head, Manos Circuit, is now sporting a mustache. . . . Harry Milstein, who sold his Torrence, Calif., house was U-I manager here about 25 years ago. . . . William Leslie, who appears in Columbia's "The Long Gray Line," is expected here to exploit the picture which is set to open soon at the John P. Harris.



I. Elmer Ecker, left, chief barker, Variety Club, Tent One, Pittsburgh, and Sam Speranza, right, Stanley Warner Pittsburgh zone booker, are seen recently with Elroy "Crazylegs" Hirsch, as the latter made a whirlwind tour of the city on behalf of Warners' "Unchained."

Joe Markley, son of Morris Markley, owner, State New Castle, Pa., is now in the outdoor advertising business. . . . In conjunction with its release of "Underwater," RKO has posted full color 24-sheets in the entire area, carrying the playdates of each of its key openings. These boards are exceptional because they illuminate at night.

Jimmy Spear, UA salesman for the Main'ine and Erie, Pa., visited his home in Rochester, N. Y. . . . Pete Dana, eastern division sales manager, Universal-International, spent the weekend with his folks here, where he still maintains his home. . . . Among the state visitors were Tommy and John Bello, Capitol, Nanty Glo; Penn, Blairsville; Saul Perilman, Rivoli, Altoona; Adolph Fakas, Lyric and Rialto, Johnstown; Bert Redfoot, Aradia, Winber; Harry Meyers, Gamble, Seward; John and Frank Oglietti, Palace, Leechburg.

Joe Bugala, general theatre manager for the four circuits which make up the Mike Manos organization, departed for Kansas City and Dallas to appear as a panelist at the MGM Workshop meetings. . . . Ray Allison, recently retired Altoona, Pa., veteran exhibitor, is now enjoying the sunshine in Miami Shores, Fla. . . . Judgment has been entered against Alden Phelps, Waterford, Pa., outdoor theatre owner and Erie county Democratic chairman, on a $1,000 promissory note instituted on behalf of Harold Hemme.

The Ladies Theatrical Club, Variety Club auxiliary, staged a fancy dance for their husbands at the Park Schenley Hotel. Mrs. Peary Nathan, wife of National Screen Service branch manager, was chairman. Mrs. Bert Stearn, wife of circuit operator, is president of this group. . . . Rod Taylor, screen star from Australia, was in promoting the new DCA production, "Long John Silver," which had its initial showing at the Fulton.

John D. Nagy is installing a wide screen and anamorphic lenses at the Liberty, Rural Valley, Pa. . . . Andy Gorzo, manager, SW Ritz, Clarksburg, W. Va., became the father of a daughter named Vivian. They also have a son named Mike. . . . Supervisors of the Logan township, Altoona, Pa., arranged to enact at a recent meeting an ordinance levying an amusement tax of one cent for each 20 cents or major fraction thereof of the established price. Harold E. March, solicitor, figures the township will derive $6,000 annually.

All plans for the 33rd annual convention of Allied Motion Picture Theatre Owners of Western Pennsylvania were completed. Scheduled for the Roosevelt Hotel on March 21-22, the sessions were to have been addressed by Terry Turner, Steve Broidy, president, Allied Artists; James Nicholson, president, American Releasing Corporation; Horace Adams, Allied MPTO regional vice president; Fred J. Schwartz, president, DCA; and others. Abram F. Myers, Allied's general counsel, was due to speak at a closed meeting for exhibitors only and election of officers and directors were other matters on the agenda, concluding with a dinner dance and floor show at the Ankara Night Club.

The Geibel Drive-In, Butler, Pa., reopened for weekends only until the first of April, when it will run full time for the remainder of the season. . . . The Skyway Drive-In, Butler, Pa., is installing a wide-screen and will project CinemaScope features this season.

Murray Weiss, formerly with Allied Artists, is now a salesman for Screen Guild in the Philadelphia area.

Ohio

Columbus

Charity bingo games in Franklin County may be allowed to operate without police interference as a result of the refusal of the Grand Jury to indict three men charged with operating a church - sponsored game. Sheriff Ralph J. Paul said he saw no reason to keep on making arrests if the Grand Jury "sees fit not to indict persons arrested for operating charity bingo games." The Ohio Supreme Court has ruled that bingo is a lottery and therefore is unconstitutional. However, the state did not provide a penalty for violation. Local governments can impose a penalty to the statue by ordinance.

Robert Francis, of the cast of Columbia's "The Long Gray Line," crowned Janet Bailey, Akron beauty, as Queen of the Ohio Professional Photographers Association convention. . . . An Ohio Senate committee unanimously approved a revised bill for the establishment of an underground parking garage under the State House, in the heart of the downtown theatre district. The revised bill was designed to meet objections to an earlier bill.

A sprained ankle plus a cold kept Samuel T. Wilson, Columbus Dispatch theatre editor, away from his desk for several days. . . . 3-D made a one-performance comeback when RKO Palace played "House of Wax" at an early Saturday show.Glasses were supplied free to patrons. . . . Harley E. Bennett, Starlite Cruise-In, Circleville, O., is a new member, Independent Theatre Owners of Ohio.

NEWS OF THE Territory

Chicago

Samuel C. Levin, Roosevelt co-manager, is taking time off as lieutenant colonel in the infantry for annual training and reviews. He is a member of the military goverment area headquarters. . . . Publicity girl Maraleita Dutton gifted her husband with a batch of General Electric stock the same day the company announced its man-made diamonds.

Publicist Herb Kraus took unto himself a bride in New York, Cathy Capraro, a bacteriologist. . . . Leon Jarodsky, Paris, Ill., exhibitor, took a hospital checkup.

Abe Teitel went to New York on a picture mission for his World Playhouse. . . . The closed Avon is under negotiations for opening with a Greek film policy. . . . Adam Goelz was named Roxy manager, Franklin, Ind. . . . Equipment manufacturer Edward Wolk is vacationing in Mexico City. Ira Wotuk is superintending at the factory during his absence.

A wife who scouts unusual objects for her photographer husband discovered a moss covered Gay Nineties horse watering trough opposite the Adelphi. . . . Lester Retchin, assistant manager, Chicago, took a Florida jaunt.

Al Holec, Esquire manager, is vacationing in Arizona. . . . The Lyric, Moweaqua, Ill., managed by Verne Coffman, closed temporarily. . . . Joseph Fuelner, H and E Balaban staff, and his wife took a southern vacation.

A long gray line of eager patrons on a cloudy evening greeted the opening of "The Long Gray Line" at the Oriental after a spectacular street parade which included military bands and stars of the picture. . . . Lawrence McDonald placed a wide-screen in his Prairie, Prairie Du Rocher, Ill. . . . Sondra Epstein is a newcomer on Allied Artists staff.

Recent Variety Club visitors were Sam Rosen, Los Angeles; Don Sloane, Pittsburgh; E. Sechleman, Cleveland; P. B. Lahman, New York; L. D. Terrell, Atlanta; Earl L. Collin, Los Angeles; and George C. Hoover, Miami, Fla. . . . The police censor board permitted "Illicit Interlude" to show at the World Playhouse without a single snip. . . . John Balaban, B and K chieftain, overcame a virus attack.

Charles Laughton made a hit with readings before the American Bar Association winter meeting. . . . Charley and T. D. Beninati installed a new screen in their Capitol, Pinckneyville, Ill. . . . S. J. Gregory, president, Alliance Amusement Company, visited the midwest theatres of the company.

Filmack Trailer Company has launched a nation-wide exhibitor competition to secure a scenario for a forthcoming refreshment trailer in color. Prizes are $100, $50, and $25. . . . The drive-ins are shining up for early openings even though the weather is still raw. The Twin, recently acquired by Loew's, is already in operation.

Danny Newman is being importuned to sell his Astor, a pioneer house and Loop landmark. Two eager buyers are bidding for it and have put up money. The Chicago Loop Orthodox Synagogue, next door to the theatre, wants the additional ground for a new temple it has announced it will build. The Toffenetti restaurant, unit of a large chain, also directly to the other side of the theatre, is the other bidder. The restaurant organization has said it would be willing to share part of the site with the synagogue. Should the synagogue effect the purchase it will be the second house of worship in the Loop to be erected on former theatre ground. A Catholic church was built on the site of the La Salle, a movie house for many years.

The Clark festooned a corner of the lobby with new photographic murals composed of scenes from many of the greatest pictures. . . . Sid Mesidow, formerly with Paramount national exploitations, was named public relations director here for TV Bureau of Advertising. . . . Capitol Film Company secured the handling of seven Selznick re-issues.

John L. Billish, new owner, Melrose, Melrose Park, Ill., which had been closed for almost two years, reopened the house with refurbishings which include a wide-screen and new seating. . . . Ben Katz, head, U-I exploitations here, went to the home office for conferences on new productions. . . . Leon Jarodsky, Paris, Ill., exhibitor, took a hospital checkup.

N. S. Barger, pioneer outdoor owner, disposed of his 20-acre drive-in at suburban Morton Grove. The site will be used for a huge cosmetic factory. . . . Hal Fish, executive vice-president, Wilding Picture Productions, Inc., and his wife visited friends in Sarasota, Fla. . . . Lou Basel, orchestra director at the Chicago, took a southern trip. Marty Gould filled in.

Night movie attendance by young people, which would have been hampered by a movement in the City Council to increase the curfew age from 16 to 18, was thwarted by 200 high school students who appeared before a council subcommittee. Ten of the students made pleas that they should not be penalized by misdeeds of a few. Two delegates from each of the city and parochial schools were invited to attend the meeting and present their views.

Nate Platt, B and K talent director, endeavored to book Lu Ann Simms of the Godfrey show for appearance on the Chicago stage, but she broke the news to him that she has a date with the stork. . . . Marion F. Bodwell, Paramount owner, Wyoming, Ill., and Philip Bissell Shaver, Henry owner, Henry, Ill., were greeted by friends at the Variety Club. . . . Joseph Fuelner, B and K, and his wife, dodged inclement weather here with a Florida vacation.

That movie attendance is still on the increase, as it has been, month by month, for the past two years, was again shown by the city tax take which reached $102,488 in February as against $99,554 for that month a year ago. Total amusement taxes for February were $166,103 and for that period in 1954, $148,279.

Twenty-one of the 86 films examined by the police censor board in February were from abroad. Total footage was 452,000. One foreign picture was rejected, one domestic picture was labled for adults, and 21 cuts were made. . . . John J. Calvey, 84, retired showman, died. . . . Eddie Seguin, B and K publicist, and his wife returned bronzed from a Florida vacation.

Glenn, the four-year-old son of Arnett Snell, Variety Club steward, is seriously ill with a rare children's ailment. . . . Abraham Gomez, Tampico owner, was chosen president, newly organized Mexican Chamber of Commerce.

Fred C. Matthews, Motiograph executive vice-president, took an extensive southern trip. . . . Lester Retchin, Chicago assistant manager, is back from a Florida vacation. . . . John P. Field, Shore manager, observed a 30-year anniversary in show business and his birthday. He started with Cooney Brothers at the Stratford, at a time when Bob Hope was emcee there. Field has been continuously with the same chain, now Stanley Warner Theatres.



The 1955 Crew of Variety Club of Illinois, Tent 26, are seen during the recent induction ceremony at the annual dinner held at the Congress Hotel. From, left to right, Charles Cooper, John Semadalas, Ralph Smitha, Nat Nathanson, John Jones, at the rostrum performing the ceremony; Jack Kirsch, Chief Barker; Harry Balaban; Lou Goldberg; Jack Rose; and Sam Levinsohn.



Seen at a recent U-I meeting in Chicago to map more effective ways of servicing exhibitors were, sitting, left to right, M. M. Gottlieb, district manager; G. J. Malafronte, home office; F. T. Murray, manager, branch operations; Ray Moon, assistant general sales manager; Irving Weiner, home office; and Walter Hyland, head booker, Chicago. Standing, first row, left to right, Alex Newman, home office; Larry Klein, Kansas City; Orval Peterson, Milwaukee; Sam Deutsch, Omaha; Harold Morrison, Detroit; Al Ungerman, Des Moines; Glenn Wood, Minneapolis; Milt Ettinger, Indianapolis; and, standing, second row, left to right, Howard Lee, Indianapolis; Bill Michuda, Chicago; Karl Harte, home office; Richard Katz, Milwaukee; Frank Delipane, Kansas City; Paul Sadzeck, Chicago; Bob Casten, Chicago; and William Emas, St. Louis.

Dallas

W. C. Gehring, 20th-Fox executive assistant general sales manager, addressed the opening session of the Texas Drive-In Theatre Owners Association. Focusing particular attention on drive-in operations, Gehring discussed a broad program for the future of the entire film industry based on the development and adoption of the latest techniques in production and exhibition in conjuction with the most modern forms of world-wide showmanship. He also attended a testimonial dinner for veteran theatremen and industry figure Claude Ezell.

Nearly 100 exhibitors and other theatre executives greeted Steve Broidy, Allied Artists president, and Morey R. Goldstein, vice-president and general sales manager, when they launched a 14-city tour during which they will tell the story of the new Allied Artists. Arrangements were made by James A. Prichard, southern division sales manager. The theatre men were shown "An Annapolis Story" and "Seven Angry Men," at the Tower. At the luncheon, Broidy and Goldstein discussed the company's plans for those pictures as well as three other forthcoming productions, "The Big Combo," "Shotgun," and "The Warrior."

Denver

The new Aircadia, deluxe 800-car drive-in, Colorado Springs, Colo., will be opened about April 1 by Westland Theatres. The drive-in is CinemaScope equipped, has a large playground, beautiful concession stand, with a patio and tables for eating. . . . All of the nine Denver drive-ins are open for the season. Four of them are equipped with heaters and were open all winter. . . . Sam Dunevitz has sold his Park to Duane Stadler, and will devote his full time to his booking and buying business.

The News furnished plenty of publicty for the News-Denver cooking school at the Denver, and the house was packed for the five mornings the school was in session. . . . Thumbnail line drawings are being used by The Denver Post in connection with the first-run theatre listings in the Sunday edition. The cuts give an indication as to the type of entertainment, such as western, military, drama, comedy, airplane, etc. The paper is also devoting a few extra lines with each listing, telling a bit about the film.

M. R. Austin, United Artists branch manager, went to Los Angeles to attend a sales meeting, joining up with W. W. Hendricks, Salt Lake City branch manager, for the trip. Afterwards, Ralph Clark, western division manager, and James Velde, western sales manager, were in Denver on a sales trip. . . . Jim Ricketts, Sr., Columbia office manager, Des Moines, and Mrs. Ricketts were in Denver visiting at the home of their son, Jim Ricketts, branch manager, Paramount.

Fred Anderson, salesman for Western Service and Supply, is father to seven-pound Scott F., born at Rose Memorial hospital. . . . Eunice Batter has gone to work in the office of her father, Clarence Batter, buyer and booker. . . . The Tasaya, a 300-car drive-in, Cortez, Colo., is being built by Taylor, Tanner, and Armstrong.

J. H. McIntyre, western division sales manager, RKO, was in and made the rounds with Al Kolitz, district manager, of the exchange in his district, including Denver, Omaha, Des Moines, and Salt Lake City.

A meeting to boost the cerebral palsy drive was held at the Denham, with about 100 from distribution attending. Jack Felix, distribution chairman, presided, and the group heard a talk by Joe Layos, Denver Cerebral Palsy Center. Felix says the drive is progressing satisfactorily and he expects Film Row to easily exceed its quota.

Des Moines

Jim Gray, formerly with Pioneer Theatre Corporation, has taken over the operation of the Band Box, Mason City, Iowa. He succeeds Robert Budlong. . . . Wives of the Des Moines Variety Club put on a style show held March 21 at the Standard Club. . . . Harold McKinney, head, Iowa Film Delivery lost his ranch-type home by fire. Damage was estimated at $60,000.

Kansas City

Irving Levin, president, Filmakers Releasing Organization, and Harry Mandell, general sales manager, were visitors for several days in Kansas City with Harry Gaffney, local franchise holder. . . . Stanley Durwood, vice-president, Durwood Theatres, and Mrs. Durwood, are on vacation at Bishop's Lodge, Santa Fe, N. M. . . . Kermit Eshelman has taken over the operation of the Wick, Sedgwick, Kans., formerly operated by Donald Walker.

Bob DeJarnette, Warners, has been promoted from the shipping department to replace Bob Jeffries as booker. . . . Don Clark, former Paramount booker, has been employed as new head booker, Allied Artists. He replaces Charles Decker, moved to the U-I booking department. . . . Bill Porter, auditor, Allied Artists, is back for several weeks to check exchange operations.

Ed Golden, owner and operator, Golden Booking Service, has moved his office to Film Row. He is now located at 114 West 18th Street. . . . Harold Wirthwein, division manager, Allied Artists, was a visitor at the local exchange conferring with branch manager Ray Copeland. He was accompanied by Jack Leawood, publicity department, who stayed on to work out details for the world premiere of "Seven Angry Men" at the Osawa, Osawatomie, Kans., on March 30.

Bob Wolfe, local representative, IFE, has moved his office to Room 205, 1717 Wyandotte. Marlene Wood has been employed as secretary. . . . The Starview Drive-In, McPherson, Kans., formerly operated by Mr. and Mrs. Vernie Anderson, has been taken over by Ray Winch, who also operates theatres in Winfield, Marysville, and Clay Center, Kans. . . . Visitors on Film Row were F. L. Lowe, Brookfield, Mo.; Joe Gregg, Caney, Kans.; Dave Williams, King City, Mo.; Fred Munson, Arkansas City, Kans.; and Betty Brant, Plattsburg, Mo.

Los Angeles

Representatives of the film industry were named yesterday to begin planning for the 19th annual International Variety Clubs convention scheduled here May 4-7. More than 1,200 delegates and their wives from Variety Club chapters in the United States and six foreign countries are expected to attend the meetings at the Ambassador, according to Ezra Stern, chief barker, Southern California Club. Dick Dickson was appointed executive director and convention co-ordinator, with Norman Manning as his assistant.

The Film Row Club is inaugurating a clothing drive on the Row for the benefit of needy residents and patients of the Altadena Lodge. . . . After many years of operation, Stanley Steck has decided to close his Adams and has no plans for reopening the house. . . . Jack Sherriff, Realart salesman, was back from a business trip to San Diego, Calif.

A son, their second child, was born to Mr. and Mrs. Richard Einfeld in Los Angeles Hospital. Mrs. Einfeld is the former Anna Buck.

Milwaukee

Bill Holland, who handled Jungle City Picture, Hollywood, visited with Benny Benjamin at Screen Guild before leaving for the east. . . . "Karamoja" and "Halfway To Hell," which opened at the Palace, were withdrawn from showing after being held objectionable by the police department and the mayor.

Dave Goldman, Stanley Warner Circuit, is at Mount Sinai Hospital for a minor operation and is doing nicely. . . . Johnnie Mednikow is also still at Mount Sinai Hospital after his operation and coming along fine. . . . Ben Marcus, Wisconsin Allied director, has been selected as exhibitor chairman for this year's Brotherhood fund drive.

Oliver Trampe advises Variety Club members that he has reservation blanks for Variety International convention to be held at Los Angeles May 4 to 7. . . . John Adler, Adler Theatres, Marshfield, Neillsville, and Waupaca, Wis., is now in Florida, vacationing. . . . Howard Gleason, Savoy, installed CinemaScope.

A corporation that until last summer operated the Atlantic, filed a bankruptcy petition in Federal Court here. The Atlantic Theatre Corporation listed debts amounting to over $40,000 and no assets. The corporation lost its lease on the theatre building last July. The building, owned by the White Front Theatre Corporation, is to be torn down to make way for a parking lot; but the theatre still is in operation. Officers and principal stockholders in the Atlantic firm are John R. Freuler, Glencoe, Ill., president; Jessie Walker, Glencoe, secretary; and Mrs. Gertrude Hammelman, Shorewood, treasurer.

A fund of concession knowledge is promised those attending the Allied of Wisconsin convention at the Hotel Schroeder on March 28-29-30. Among those announced to address the sessions are Cliff Lorbeck, Merchandising Corporation; Bill Imhof, Theatres Candy Company; Harry Levin, Vendex, Inc.; and others.

Minneapolis

More than 400 exhibitors and industry members attended the open house of the new Universal-International exchange. On hand to greet the guests were Charles Feldman, vice-president in charge of sales; Foster Blake, western division manager; M. M. Gottlieb, district manager; and F. T. Murray, manager of branch operations. The new building is part of a large expansion program planned throughout the country by U-I. The brick building has 48 feet of frontage and is 150 feet deep. It contains a total of more than 7,200 square feet of floor space. Construction innovations include special provision for desk illumination, channeled floors providing telephone and power outlets every two square feet, kitchens equipped with stoves and refrigeration for the front



MGM's recent ticket selling workshop at Kansas City, Mo., 10th in the series, had a record turn out of 441 exhibitors at the Continental Hotel, when the forum was conducted as part of two exhibitor conventions, the KMTA, a TOA unit, and Allied. Seen on the dais, left to right, are Joe Redmond, director of advertising and publicity, Fox Midwest Theatres, Kansas City, Russell A. Bovim, Loew's Theatres division manager, St. Louis; Emery Austin, director of exploitation, MGM; Ed Harris, Orpheum, Neesho, Mo., president, KMTO; Richard Durwood, vice-president, Durwood Theatres Circuit, Kansas City; Clarence A. Schultz, president, Consolidated Agency Theatre Circuit, Kansas City; Charles Bourdelais, national theatre and entertainment representative, Coca-Cola Company, Atlanta; Elmer Rhoden, Jr., vice-president, Commonwealth Theatre Circuit, Kansas City; Bob Shelton, president, Commonwealth Theatre Circuit, Kansas City; and Mike Simons, MGM director, customer relations. It will be noticed that the gentlemen are all enjoying "the panse that refreshes," compliments of Coca-Cola Company, which found the Workshops an excellent medium to tie-in and advertise their product.

office and inspection room, and a combined air conditioning and heating system. Radiant heat under the front sidewalks and rear loading area will provide clear walks during the winter.

Frank Mantzke, Northwest Theatre Service, vacationed in Sarasota, Fla. . . . Arthur McClaren has taken over management of the Roxy, Hinckley, Minn., from Verna Chafee. . . . Maitland E. Frosch, Frosch Theatre Supply Company, and Sterling Jones, his partner in the 7-Hi Drive-In, Hopkins, Minn., vacationed in the Caribbean. . . . New theatre which opened at Aurora, Minn., has been named the Tacora in a contest sponsored by the management.

George Seeley, owner, Colman, Colman, S. D., has turned over management of the house to his daughter, Mrs. Lorraine Tokheim, Dell Rapids, S. D. . . . Volga, Volga, S. D., has installed a new heating plant and has reopened. . . . Rivoli, Oskaloosa, Iowa, underwent a major modernization program. . . . Theatres in Iowa which have closed recently include the Sutherland, Sutherland; Primghar, Primghar; Everly, Everly; Comet, Coggon; Princess, Sanborn; and Richland, Richland.

Oklahoma City

Volney Hamm, Mount Scott Drive-In, Lawton, Okla., has sold his interest in the Rex, Elk City, Okla., to Video Independent Theatres. . . . The Variety Club gave a $100 start to the fund for a new giraffe to replace the $3,000 female that died at Lincoln Park zoo. Dave Hunt, chief barker, said "you can put us down" for the fund-starting contribution, since we're primarily interested in kids and a giraffe is mainly for the children.

Mrs. Melba Keel is the new billing clerk at Paramount. She replaces Mrs. Delveta Armstrong, who has resigned. . . . Military pageantry and a personal appearance by a movie star will spark a benefit showing of the film "Long Gray Line" by the Variety Club to raise money for mentally retarded children. A donation of $5 or more to Variety will bring an invitation to the benefit showing, which will be the state premiere of the movie. Three-fourths of the funds raised will go to the Oklahoma County Council for Mentally Retarded Children. The rest will be used to maintain a patient's room in Will Rogers Memorial hospital, Saranac, N. Y. David Hunt, chief barker, Tent 22, said the film, theatre, and all other expenses of the benefit showing will be donated. Dr. Waldo Stephens will be master of ceremonies for the stage program, arranged by Mr. and Mrs. Morris Loewenstein, Majestic.

Omaha

One hundred newspapermen, magazine writers, and photographers and radio and television columnists on March 26 will receive special briefings at Offutt Air Force Base here on the structure and plans of the Strategic Air Command of the United States Air Force. General Curtis E. LeMay, SAC commander, will be in charge of the briefings which will be preceded by a press preview at the Orpheum of Paramount's "Strategic Air Command," new VistaVision production. These events will mark the ninth anniversary of the establishment of SAC, the long range atomic striking force of the United States Air Force. SAC has its headquarters at Offutt Air Force Base. The preview performance will be the first public showing of Paramount's new horizontal double-frame VistaVision production and screen presentation process. "Strategic Air Command" is the first picture to be made in this new process developed by Paramount, and the Orpheum presentation will mark the first time outside the Paramount Hollywood Studios that a motion picture is projected on a theatre screen via the system. Special equipment and a 50 foot by 27 foot screen will be installed at the Orpheum for the preview. James Stewart

and June Allyson will attend the preview, as will Frank Lovejoy, who is co-starred in the film, and "SAC" producer Samuel J. Briskin. The 100 public opinion molders who have been invited to the events will be flown to the Offutt Base by military air-lift. The city has declared a holiday in honor of the preview, the anniversary of SAC and the film stars and guests.

St. Louis

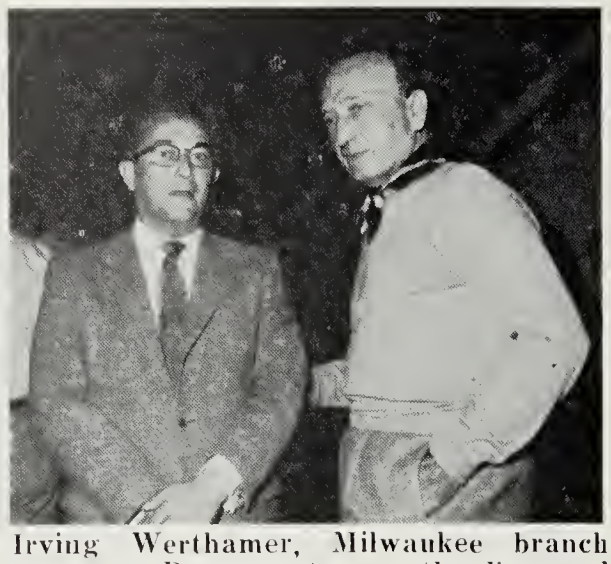
The possibilities of expanded charity activities for the Heart Fund of Tent Four, Variety Clubs International, by extending the membership of the club into all segments of the community, were touched on by George C. Hoover, Miami, Fla., international chief barker, at a luncheon in the Chase Club of Hotel Chase. The gathering was attended by about 100 members. David Arthur, newly installed chief barker, presided. A highlight of the meeting was the presentation of a diamond-studded wrist watch to Edward B. Arthur, general manager, Fanchon and Marco, St. Louis Amusement Company Circuit, for his outstanding work as the chief barker during the past two years. "Back in 1925, I suffered a broken neck, six broken ribs, and a broken leg in an accident," Hoover said. "The doctors said that I wouldn't walk again. I told the Lord that if He would help me I would do may utmost to repay Him. And He let me walk again, let me prosper. At the same time I had the opportunity to become Chief Barker, a non-salaried but time-taking job, I had an offer of a position with Paramount, but I decided to pass that up and pay the pledge to God. I am not sorry that I did."

In Jacksonville, Ill., the old Majestic, recently sold by the Fox Midwest Theatres to Edward Goldstein, local merchant, is to be converted into a modern store in conjunction with an adjoining building also owned by Goldstein. Some years ago the theatre was known as Scott's Majestic. It has been dark for many months.

In Piedmont, Mo., Mr. and Mrs. A. B. Jefferis have just installed three tons of air-conditioning equipment in the snack bar of their Pine Hill Drive-In.

In Carrollton, Ill., the installation of a wide-screen and CinemaScope equipment in the Carlton, owned by the Pirtle Amusement Company, Jerseyville, Ill., was completed recently. . . . In Herrin, Ill., additions to the screens of the Marlow's Drive-In and the Annex have been completed. The drive-in has been operating each night except Monday. On Easter Sunday it will begin operating full time.

Ruby S'Renco, owner, Art, now used exclusively for trade screenings, left for Miami, Fla., for a well-deserved vacation. . . . Sidney Sayetta, city manager, Midwest Drive-In Theatres, with headquarters at the Air Way Drive-In, is the father of a baby girl. . . . Bill Powell, formerly division manager, Midwest Drive-In Theatres, departed for Boston to assume new and broader duties at the headquarters of the circuit, which is controlled by the Phil Smith interests.



Irving Werthamer, Milwaukee branch manager, Paramount, recently discussed "The Vagabond King" with director Michael Curtiz on the set of the production during a west coast vacation.

Salt Lake City

A special stage-television-motion picture program was held March 12 at the Holladay, Holladay, Utah. The show featured Eugene Jelesnik's Video Frolic from 5 to 5:30 p. m. Following this was an hour-long stage attraction and the film "New Faces." Ralph L. Trathen is the operator, Holladay.

A 20-year-old department store employee was named as Barbara Rush's Utah "double" and winner of $200 in cash. Ramona Larsen, this city, was winner of the "Captain Lightfoot Look-alike Photo Contest" held in connection with the local showing of the picture, "Captain Lightfoot" at the Villa and Rialto. Her photo entry was judged as bearing the greatest resemblance to film stars Barbara Rush or Rock Hudson. Bevan Chipman, Magna, Utah, although she did not win a cash prize, was named as most closely resembling Rock Hudson.

The drive-ins located in Boise and Meridian, Idaho, operated by J. W. Naylor and Milton Fry, will be serviced for the 1955 drive-in season by Sidney L. Cohen of Film Service Corporation. . . . Exhibitors seen on Film Row included C. W. Wray, Wray, Afton, Wyo.; Mrs. M. G. Price, Novelty, Paris, Idaho; and H. R. Jorgensen, Main, Rigby, Idaho.

San Antonio

G. W. Wooten, who recently reopened the Sunset here, has taken over the operation of the South San, South San Antonio, near the Kelly Air Force Base. . . . John Connally, 38, former manager, Alamo Drive-In, was fatally stricken in a taxi cab only two blocks from a physician who was waiting to treat him.

George M. Watson, city manager, Interstate Theatre Circuit, has been named chairman, Children's Costume Frolic, to be staged at the Municipal Auditorium during the city's observance of the week long Fiesta San Jacinto on April 16. . . . The San Pedro Drive-In has installed a new wide-screen, as well as new projection and sound equipment. . . . Ed Brady, Palace, San Benito, Tex., combined business with pleasure. He came in to book Spanish language films at the local exchanges and then stayed to participate in the Texas Open Golf Tournament as a contestant. . . . Rosa de Castilla and her company of entertainers from Mexico, closed a week's engagement at the Zaragoza.

James W. Robinson, who has been cashier and manager, concessions operations, Skyway Drive-In, Bryan, Tex., has been promoted to manager, according to Jack Farr, owner. He succeeds Bill Jones, who has gone to Bay City, Tex., to accept a managers job with the Long Theatre Circuit. . . . O. L. Smith, owner and operator, Alto, Alto, Tex., has announced that he has completed the project of installing CinemaScope at the Alto. . . . William Hendricks is the new owner and operator, Odem, Odem, Tex., having purchased the theatre from T. L. Harville. Hendricks formerly operated the Azteca, Mathis, Tex.

A. D. McCain, manager, Palace, Spur, Tex., has announced that installation of CinemaScope equipment has been completed. . . . Wide-screens have been installed at the Delwood, South Austin, Tex., and Montopolis, Austin, Tex., which are owned and operated by Eddie Joseph. Joseph operates two additional drive-ins at Austin. . . . Will Bill Turner, Hollywood sound effects man and frontiersman, made a series of personal appearances at the Dusk Drive-In, Georgetown, Tex., owned and operated by August J. Valentine. . . . Arnulfo Gonzales, owner, Avalon, Corpus Christi, Tex., which was recently destroyed in a fire believed to have been started by an arsonist, has estimated damages at $60,000. He had only recently rebuilt the marquee, which had been damaged by a bomb, at a cost of $4,000.

Seattle

Jack J. Engerman and Zollie Volchok, Northwest Releasing, spent the weekend at Harrison Hot Springs where they met with prospective distributors of "Karamoja" and "Half-Way To Hell." The British Columbia meeting at the popular resort was to discuss distribution of these pictures in western Canada. . . . Recent Hamrick managerial changes include the appointment of Nick Furfaro as manager, Music Hall. Moving from the Orpheum, he replaces Cass Smith, former manager, who has taken over at the Orpheum and is also serving as assistant to Doug Forbes.

Andrew Sisk sold the Olympic, Arlington, Wash., to Stanley Groshong. . . . Pauline Habel is reopening the Empire, Tekoa, Wash., after a new CinemaScope installation. . . . The B and K Starlight, Kanaih, Idaho, is reopening with CinemaScope April 1. . . . Al Larpenteur, the Northwest Releasing salesman, is in eastern Washington. . . . Gordon Wallinger, Allied Artists salesman, is out covering the Okanogan Valley territory.

Also in the Okanogan area is Dave Dunkle, Republic salesman. . . . The Sunset Drive-In, located east of the Mercer Island bridge, has been sold by Dwight Spracher to Art Zabel, Olympia, Wash., who also operates the Capitol, Olympia, Wash., and the Lacey Drive-In, Lacey, Wash.

NEWS OF THE Territory

Boston
Crosstown

Rudolph F. King, Massachusetts Registrar of Motor Vehicles, complimented American Theatres Company managers for their setting up of Children's Safety Clubs. These, he said, have contributed to the state's safety campaign. King cooperated by sending uniformed inspectors from the Registry to aid in the registeration of club members, who each received a membership card signed by him as well as by their theatre manager. Prizes were awarded in connection with formation of the club. Managers say that matinee business has been stimulated. . . . Margaret Hayes, well known TV personality, was interviewed by press and radio at a Hampshire House luncheon arranged by Metro's Floyd Fitzsimmons in connection with "Blackboard Jungle."

Letters of congratulation from Massachusetts Governor Christian A. Herter, Bostor's Mayor John B. Hynes, and Massachusetts Senators Saltonstall and Kennedy have been received by Warners district manager Ralph J. Iannuzzi, to be included with one from President Eisenhower and others in a souvenir Norman H. Moray Silver Anniversary Month book. Impetus will be given to the anniversary celebration during May in New England by display of some of the original Warners cartoon "celluloids," hand drawn and painted, in connection with a WORL listeners' competition. . . . C. J. Russell, manager, Bijou, Bangor, Maine, is back at home after a serious operation. . . . Floyd Fitzsimmons, MGM publicist, arranged for the nine-foot long glass slipper used in the Macy Parade, New York, to come to Boston on its float to join in the Evacuation Day Parade, as part of the "Glass Slipper" campaign. The film was screened once especially for executives and advertising department personnel of the Jordan Marsh department store, New England's largest, so that they can work out tie-ins with its Boston showings. . . . Phil Engel, 20th-Fox tub thumper, arranged for a showing of "A Woman's World" as a feature of the annual theatre party for the benefit of Temple Beth Zion, Brookline, Mass., at the Coolidge Corner.

Boston born Steve Broidy, president, Allied Artists, planned to return to his home town for the March 23 "Allied Artists Day" celebration in New England, and his many friends had prepared a warm welcome for him. The day's program began with screenings of "Shotgun" and "Annapolis Story," beginning at 9:30 a.m. Main event was a luncheon at the Hotel Bradford for theatre owners, circuit heads, buyers, bookers, and others in the industry, with Broidy giving an address. With him came Morey Goldstein, sales manager; John Flynn,



MGM's "Jupiter's Darling" recently got hearty endorsement from Harry F. Shaw, division manager, Loew's Poli New England Theatres; Clarence Sinclair Bull, MGM still photographer; Lou Cohen, Loew's Poli; Mrs. Bull; and Fred R. Greenway, Loew's Poli Palace, during Bull's Hartford promotion visit in conjunction with the MGM Motion Picture Theatre Celebration.

director of advertising and publicity; and Harry Goldstein, eastern advertising director.

Following the lead of Joseph Levine's Round Hill Drive-In, Springfield, Mass., which launched the ozoner season in the Bay State, and the half dozen Greater Boston openair theatres which opened two weeks later, a number of others are going into action this month. Yamins circuit openings include the Bay State, Seekonk, Mass., George Daab, manager; Westport, Westport, Mass., Ray Allard, manager; Dartmount, Dartmouth, Mass., Normman Galimberti; Fairhaven, Fairhaven, Mass., James W. McNamara; Manchester, Manchester, N. H., George A. Freeman; and Sky Ray, Hooksett, N. H., Howard Robie, set for March 27. Openings and managers of Rifkin drive-ins are as follows, Meadow Glen, Medford, Mass., Paul Kersler; Quintree, Braintree, Mass., Roland Moon; Pike, Johnston, R. I., Sam Badamo; Sky View, Brockton, Mass., Rene Joyal; and in the future, Wareham, Wareham, Mass., Walker Pierson, and Cod, Falmouth, Mass., no manager announced as yet, in May.

The Hoosac, Morse, and Rothenberg Drive-In, Adams, Mass., is scheduled for opening April 1, with Arthur Rosenbush back for his third season as manager. It has been enlarged and CinemaScope screen and equipment has been added.

Edward A. Cuddy, former vice-president, New England Theatres, is recuperating at home in Lynnfield, Mass., after a gall bladder operation in Lynn Hospital. . . . Ken Forkey, operator, Park, Worcester, Mass., has flown to Florida for three weeks vacation at Miami Beach with his wife, as he rests after his recent hospitalization at Laconia, N. H. Before going south, Forkey signed a contract with Myer I. Ruttenberg for the red plastic kitchen ensemble to be handled at the Park, first theatre in this area to install this new premium line. . . . Maurice Green, director, Middlesex Amusement Company, is back from two months in Hollywood, Florida.

Eliminations announced by the Bureau of Sunday Censorship include "Crashout," parts 1 to 10 (Deletions: eliminate dialogue, "All right, so he is my son," to and including, "I wasn't," in part 8). Filmakers. "New York Confidential," parts 1 to 10 (deletions: eliminate dialogue, "Or about losing this joint and everything that goes with it!" in part 9; eliminate dialogue, "I'm going to stay here with you," to and including, "you want me to stay Nick," in part 9). Warners.

New Haven
Crosstown

Drive-ins in Connecticut started to reopen for the season. Post Drive-In, East Haven, had free gifts for everyone on opening night. Bowl Drive-In, West Haven, had free coffee for patrons. Center Drive-In reopened on a weekend schedule for the present. . . . Dreamland had Anna Coraggio, Joe Masiello, and Tom Rossino on stage in person on March 10 in conjunction with Italian movie show. . . . Strand, Hamden, Conn., had a special Friday matinee for children on "Hansel and Gretel."

Irving Hillman had an "Asylum of Horrors" midnight stage show. . . . Mrs. Roy H. Cox, past president, New Haven Women's Intermediate Club, has been named theatre party director of the Oakdale Musical Theatre, Wallingford. . . . East Haven police reported that an out of court settlement is expected to be made between the family of a juvenile who hurled a doorknob through the $1,500 screen at the Capitol and the owners. The show continued after a repair was made by replacing one section of the screen.

George Poli, who was assistant booking agent, Poli Theatres, during vaudeville's golden age, and more recently promoter, Olsen and Johnson's Skating Vanities, and Dancing Waters, Inc., died recently in St. Raphael's Hospital. . . . Following some nice bally for "The Long Gray Line," Morris Rosenthal, manager, Loew's Poli, arranged for some good musical and radio tieups for "Hit the Deck."

Meadow Street

With the coming of spring came more activity in the drive-in field. In Waterbury, Conn., John D. Sirica, Lido, and partner Fred Quatrano, broke the front pages of the newspapers with the announcement of the acquisition of a site near Waterbury. In Watertown, the theatre pair has been granted a building permit and also a permit from Health Director Harold J. Cleary. A gravel bank is operated near the site at present and the whole area is known to permit commercial enterprises. There is only one house in the immediate vicinity. With the announcement came another from Avery Lamphier, also of Watertown, that he planned to continue with an outdoor theatre venture in Guernseytown if the Supreme Court of Errors rules in his favor on an appeal of the injunction which halted construction. Originally, Sirica and Quatrano were backers of the Guernseytown outdoor threatre, but with the new site, both men reported that they would not be in on the other

Watertown venture, even if the Supreme Court ruled in favor of its contruction.

Over in the Bridgeport, Conn., territory, the Zoning Board of Appeals conducted a hearing on a petition for permission to construct an open-air theatre in Trumbull. The petitioner, Francis M. McWeeny, Jr., who operates the Pine, Waterbury, planned on the theatre layout on a site known as the Banthin property, now zoned for industrial use. The Trumbull board reserved decision at the close of the hearing. . . . Regarding the property obtained by Bob Schwartz and associates for a drive-in in Waterbury, it was learned that actual construction won't start until the new state highway is completed in that area to Cheshire. This will not be for over a year or so.

James Sniffen, Stratford, Conn., business man, was reported turned down on his request for drive-in permission in Stratford by the Town Plan and Zoning Committee. . . . Drive-ins now opened include Mansfield Drive-In; Manchester Drive-In, where car capacity was increased; Norwalk Drive-In, every night; Dridge Drive-In, weekends; StarLite Drive-In, all week; Pike, all week; Portland Drive-In, all week; Lake Drive-In, weekends; Pine Drive-In, weekends. Due to reopen were Milford Drive-In; E. M. Loew Drive-In, Newington; Plainville Drive-In. . . . It was reported that the drive-in at the North Meadows, Hartford, will open with 1,000 cars or more, instead of 2,070 cars as planned previously. Midwest Theatres of Boston, controlled by Philip and Richard Smith, has leased the new theatre.

Capitol, Waterbury, Conn., started a new dinnerware set. . . . Salem had a special "Little Folks Show." . . . Cameo, Bristol, Conn., had "Battle Cry" insignia quiz contest for kiddies with free passes to the winners. . . . Norwalk, Norwalk, Conn., had neat testimonial ad for "Bad Day at Black Rock," with John O'Hara, Collier's Magazine, as the writer. . . . Al Pickus, Stratford, Conn., also director of civil defense in that town,received an invitation from Val Peterson, national CD director to be his guest at an atomic test in Yucca Flats sometime is April. . . . Mrs. Fay Spadoni, 20th-Fox miss, presented U. S. Representative Albert W. Cretalla with a token of appreciation for his services at the 28th annual banquet of the Settenrionale Society in New Haven. . . . Julia Smith, manager, State, Waterbury, Conn., was a patient at St. Mary's Hospital.

Members of units of the 242nd AAA Group, CNG, commanded by Colonel Robert Perez, were present at the opening performances of "The Long Gray Line" at the Hi-Way and Beverly, Bridgeport, Conn. . . . SW Warner, Torrington, and Palace, Torrington, Conn., had cartoon shows on March 12. . . . Cameo, Bristol, Conn., had "Asylum of Horrows" midnight show on stage. . . . State, Torrington, Conn., started a new luncheon set deal. . . . Strand, New Britain, Conn., had "Asylum of Horrows" stage show. . . . Palace, Torrington, Conn., had a new policy of matinees every day, starting at two p.m.

Circuits

Loew Poli

Lou Brown, advertising and publicity director, addressed 537 exhibitors from Texas, Louisiana, and Arkansas during the MGM Workshop at the Adolphus Hotel, Dallas. While in the southland, Lou and Mrs. Brown also stopped off in New Orleans and Houston. One of the most interesting incidents of the trip was in Dallas, when after the MGM session an exhibitor stepped up to Lou and asked him if he remembered him. It turned out to be Roy Hanson, who was an assistant manager at a Loew Poli theatre in 1942. Roy presently operates a theatre of his own in that territory. Joe Jarvis from Rhode Island, also gave MGM a bit of New England by being represented on the panel. . . . Tony Masella, Palace, Meriden, Conn., is a member of the Easter seal committee in the Silver City. His mother was hospitalized recently.

Connecticut

Hartford

Harry Feinstein, Stanley Warner Theatres, and family left for Florida. . . . Sperie Perakos, Perakos Theatre Associates, was much enthused over patron reaction to extensive promotion on "The Long Gray Line" at the Hi-Way, managed by Jim Landino, and the Beverly, managed by Don Felix, Bridgeport, Conn. The two managers tied-up with units of the Connecticut National Guard, with uniformed Guardsmen presented at opening performances. Army displays in lobbies supplemented the live exploitation.

The Trumbull Zoning Board of Appeals has reserved decision on application for a drive-in zoning, filed by Francis M. McQueeney, Jr., operator of drive-ins in Waterbury and Newington, Conn. About 50 property owners attended a public hearing to register strong opposition to the proposal, and there was similar sentiment expressed by church and Girl Scout interests.

Long-pending plans by George LeWitt, New Britain, Conn., theatre owner, to build a drive-in in Berlin, Conn., were finally given the go-ahead sign when the town zoning commission approved request of land owner Francis H. Holmes to change the zoning from residence and farm to business. A number of property owners had opposed the Holmes application. Ralph Allen, chairman, Zoning Commission, reported that the Commission has provided a buffer zone which will remain in Zone A as protection to residents in the area.

U-I's "Chief Crazy Horse" was plugged in a visit here by John McGrail, U-I exloitation representative; Chief Ben American Horse, 84-year-old chief of the Sioux nation, and cousin of Chief Crazy Horse, and his granddaughter, Darlene Rooks. Film is booked into the Stanley Warner Strand.

Lockwood and Gordon reopened area drive-ins. Managers and locations include Danbury, Jack O'Sullivan; Norwalk, Bill Hayes; East Windsor, Bill Daugherty; Torrington, Vince Youmatz Henry Pardo, at one time with L and G, has been named manager, Manchester Drive-In, Bolton Notch, Conn., succeeding Sol Karp, who has gone into independent exhibition with Mike Masselli. The pair leased the Baltic, Baltic, Conn., from Edward Lord, Norwich, Conn. Manchester is operated by Bernie Menschell and John Calvocoressci.

Sam Rosen, L and G Circuit, was back from Florida. . . . A church addition will be constructed on the site of the recently-razed Lyceum, New London, Conn. The theatre opened in April, 1898, and was closed in 1931.

New Britain

Claiming an "unlawful combination and conspiracy" under the Sherman and Clayton Anti-Trust Acts, the Arch Street has brought suit in U. S. District Court for $1,000,000 against eight major film distributing corporations. Defendants are Warners, Paramount, Loew's Inc., 20th-Fox, U-A, U-I, and Columbia. Owners of the theatre are Baruch S. LeWitt and Margaret L. Glacken. The plaintiffs claim that since before 1938 the defendants "licensed their films on national or territorial release date availability to the first-run theatres in Hartford affiliated with the defendants Warners, Paramount, and Loew's, and to a theatre controlled by a large independent circuit; and refused to allow them to be exhibited in New Britain until after they had been shown first in said Hartford; and the defendant distributors have licensed their product first-run in New Britain to the said Warner theatres, the Strand, Embassy, and Capitol, with long and unreasonable periods of protection or clearance over second and subsequent runs, including the Arch Street." The defendants allege they receive films after their vaule as public attractions has been substantially impaired and have been compelled to pay excessive and unreasonable prices for features. They also claim the theatre has lost profits and suffered damage to its good-will.

Massachusetts

Salem

Joseph Morencey, E. M. Loew's partner at the Salem, has planned a trip to Florida this spring, His brother, Louis, is taking a rest period, while William Daley is acting as stage manager, Paramount.

Rhode Island

Providence

Just across the state-line, but heavily patronized by local movie-goers , the Seekonk, Mass., Bay State Drive-In inaugurated its 1955 season. . . . The Boston, where Cinerama is in its second year, is still making a big play for local patronage. In addition to liberal use of billboards, the Hub house is running sizable advertising in local newspapers. . . . Virtually all of the neighborhoods and suburban theatres are offering special Saturday matinees for the children, with as many as 15 cartoons, in addition to feature attractions and Westerns, drawing exceptionally fine houses at special reduced prices.

NEWS OF THE Territory

New York City

Crosstown

Starlight Drive-In Company, Inc., is the new operator, Starlight Drive-In, Croton on the Hudson. Buying and booking is by Legett-Florin. . . . The Kent, Newark, N. J., is now being operated by the Carter Amusement Corporation. Independent Theatre Service is doing the buying and booking.

Melvin H. Heymann, MGM home office publicity and advertising office manager, announced the engagement of his daughter, Inez Joan, to Harris Robert Lovice, a graduate of Heidelburg College, presently a senior at New York State School of Medicine, Syracuse. A June marriage is planned. . . . Leo F. Samuels, president, Buena Vista, the Walt Disney releasing subsidiary, returned after a 12,000 mile tour across the country as part of the company program of maintaining close personal relationship with exhibitors and company field force.

Leon J. Bamberger, president, Cinema Stamp Collectors, announced that at the regular meeting tonight (March 23) at the Hotel Sheraton Astor the guest speaker was to be Edwin E. Elkins, new head, Collectors Club of New York, and secretary, Association for Stamp Exhibitions. Elkins was to discuss the work of both of these organizations and show sections of his famed collection of Great Britain and British Colonies.

Mala Powers, star, RKO's "Rage At Dawn," arrived from Hollywood, Fla., where she served as official hostess for the National Tomato Festival. She will hold press interviews and make personal appearances on TV and radio on behalf of the film. . . . Roger Lewis, advertising manager, United Artists, returned from Hollywood after conferences with the company's west coast executives and producers on national all-media campaigns for UA features slated for spring and summer release. He met with Robert F. Blumofe, UA vice-president in charge of west coast operations; and Leon Roth, west coast publicity coordinator.

Harry Mersay, 20th-Fox print department manager, and his wife left for a Florida vacation. . . . Eugene Pleshette, managing director, Brooklyn Paramount, announced the appointment of Dave Berger as director of advertising and publicity. Berger had been with Walter Reade Theatres. . . . Abe Goodman, 20th-Fox advertising manager, left on a business trip through the south to arrange opinion makers' screenings on "A Man Called Peter."

Ed J. Cantor, former publicist and theatre executive, is now resting at home from surgery performed at French Hospital. He is grateful to Variety Club, Tent 35, for their interest in his welfare. He would appreciate hearing from his friends at his home, 1416 Stebbins Avenue, Bronx 59, New York City.

Seymour Moses, who spent eight years in various managerial assignments for MGM in Europe, has joined the staff of the international travel firm of Paul Taussig and Son, Inc., well-known in theatrical and business circles.

Mrs. Darryl F. Zanuck left for Europe to join her husband, 20th-Fox production head, who is on the continent advising on the editing of "Oasis." . . . Jesse Chinich, assistant sales manager, Buena Vista, returned from a cross-country business trip.

Howard Strickling, MGM studio publicity head, arrived from the coast for home office conferences, and E. J. Mannix, MGM studio executive, also came in from the coast for a brief stay. . . . Mori Krushen, UA exploitation manager, left for a midwestern swing around exchanges that will take him to Indianapolis, Chicago, and Milwaukee to set territorial exploitation campaigns on forthcoming company releases. He will meet with branch managers, circuit heads, and newspaper, radio, and TV executives.

Frank A. Ungro, financial manager, Westrex Corporation, returned after visiting Westrex subsidiary company offices in London, Brussels, Amsterdam, Copenhagen, and Stockholm. . . . Unusual Films' production, "Wine Of Morning," was screened in the Johnny Victor and Dr. Bob Jones, Jr., president, Bob Jones University, Greenville, S. C., where the film was made, was introduced.

Paul Lazarus, UA vice-president, was in Nassau, B. W. I., on vacation.

Helen Steinberg, Loew's Theatres legal department employee for the last 25 years, died suddenly. She is survived by a brother. Funeral services were held at the Park West Funeral Chapel.

Goffredo Lombardo, Jr., and Alberto Lattuada arrived to be honored at the opening of the Museum of Modern Art Film Library's "Fifty Years of Italian Cinema," a retrospective program celebrating the 50th anniversary of Italian film production as well as the Museum's 25th anniversary. Lombardo is president of the Italian Film Producers Association and Italy's oldest film studio, Titanus Films of Rome, while Lattuada is the co-founder of Italy's film library, Cineteca, and a leading screen director.

Martin Levine, general manager, Brandt Theatres, has accepted the position of chairman of the independent and circuit theatres' committee for the 1955 finance compaign of the Greater New York Councils, Boy Scouts of America, according to an announcement made by David A. Werblin, chairman, amusements division.

Buddy Hackett will be the special guest of Variety Club of New York at its second luncheon meeting of the year to be held at Toots Shor's on March 28. Harold J. Klein is chairman of the affair. Martin Levine, chairman of the first luncheon, has been named luncheon coordinator for the year.

New Jersey

Newark

Fay Radler, booking department, and Eleanor Cole, contact department, Stanley Warner New Jersey zone, celebrated birthdays. . . . Edith Gill, secretary, sound and maintenance department, Stanley Warner office, is vacationing in Florida.

Elodie Miller Schlesinger, recently married and secretary to Edgar Goth, Stanley Warner advertising and exploitation department, is resigning to leave with her husband, who is going out west. . . . Denise Darcel made a personal appearance on the stage of the Fabian, Paterson, N. J., in conjunction with the showing of "Vera Cruz."

Milton Weill has replaced W. May as manager, Lincoln, Union City, N. J. . . . The Lincoln, Passaic, N. J., damaged by water and smoke from a fire in the building next door, has been closed for the past several weeks. . . . Sympathy is ex-



An all-celebrity world premiere for the benefit of the Actors Studio was held recently for Warners' "East Of Eden," Astor, New York City. From left to right are seen the exterior of the theatre; Ben Kalmenson, Warners vice-president in charge of distribution, Barbara Warner, and her father, Jack L. Warner, executive producer, Warners; Mr. and Mrs. Max Fellerman, general manager, City Entertainment Corporation; and John Cusack, managing director, Astor; and one of the film's co-stars, Richard Davalos, with Marilyn Monroe, who served as one of the volunteer celebrity usherettes.

tended to Arnold Jordan, formerly with the SW New Jersey zone, on the loss of his father. . . . Richard Josephs, formerly manager, Oxford, Little Falls, N. J., is now managing the Regent, Paterson, N. J., and a Mr. Ballantine has taken over the reins at the Oxford.

Oakhurst

Five managers of Walter Reade Theatres in New York and New Jersey were winners in the "Manager of the Month" contest for November, December, and January, it was announced by Walter Reade, Jr., circuit president. Ted Davidson, manager, Majestic, Perth Amboy, and supervisor, Walter Reade Theatres operations in that community, won the November and January contests for his work on "White Christmas" and "Three Ring Circus." In November, Ralph Lanterman, manager, Community, Morristown and Julian Stern, manager, Savoy, Asbury Park, tied for second place. First place winner in December was John Balmer, then city manager, Walter Reade Theatres in Plainfield, and now city manager for Reade Theatres in Asbury Park. Second prize in December was again a tie, with Lanterman and David Rogers, manager, Strand, Freehold, N. J., each winning cash awards. In January, Balmer finished in second place behind Davidson, and honorable mentions were given Rogers and Lanterman. The prizes were awarded at a meeting of all circuit managers at the home office.

New York State

Albany

Space for the new Variety Club rooms in Sheraton-Ten Eyck Hotel had not been definitely chosen, but member-manager George B. Chelius, Jr., was reported considering quarters on the lobby floor in back of Rose Lounge. Chelius was designated to select the area, in consultation with Tent 9 officers. August is the target date for moving.

"Any pornographic motion picture" is grouped with "any still picture or photograph, or any book, pocket book, pamphlet, or magazine, the cover or content of which exploits, is devoted to, or is principally made up of descriptions of illicit sex or sexual immorality or which is obscene, lewd, lascivious, filthy, indecent or disgusting, or which consists of pictures of nude or partly de-nuded figures, posed or presented in a manner to provoke or arouse lust or passion or to exploit sex, lust, or perversion for commercial gain" the "wilful" sale, gift, lending or commercial distributing of which to persons under 18 would be classified as a misdemeanor, under the provisions of the Fitz Patrick-O'Connor bill pending in the Legislature. Assemblyman James A. Fitz Patrick, Plattsburg, chairman of the joint Legislative committee to study the publication of comics and sponsor of last year's tightening of the State motion picture censorship law, introduced the measure, with Senator Frank D. O'Connor, Queens. A "legislative finding" in the current proposal declares that the publication, sale, and distribution to minors of "comic books devoted to crime, sex, horror, brutality, and violence and of pocket books, photographs, pamphlets, magazines, and pornographic films devoted to the presentation and exploitation of illicit sex, lust, passion, depravity, violence, brutality, nudity, and immorality are a contributing factor to juvenile delinquency.

Edward L. Fabian came here from New York for meetings with division manager Saul J. Ullman and managers of area Fabian houses. He also inspected the indoor theatres and checked on the progress of screen expansion and concession stand enlargement at Mohawk Drive-In. Fred Haas, Fabian engineer, is directing this job. . . . John Gardner postponed a scheduled reopening of Carman Drive-In, Westmere, N. Y., because of cold weather and snow. . . . Berkshire Drive-In, Pittsfield, Mass., is slated relighting for April 15. . . . Herb Schloss and Dave Kane, Columbia drum-beaters, were on the scene to arrange publicity and tieups for "The Long Gray Line" at the Palace, managed by Bill With.

Chief Barker George H. Schenck, former Chief Barker Leo Rosen, now manager, Schine-owned radio station WPTR, and Harold Gabrilove, president, RTA Distributors, were Variety Club representatives on the executive committee for the civic luncheon in Sheraton-Ten Eyck ballroom to William Randolph Hearst, Jr. Hearst spoke on his recent experiences in Russia and his interview with the new leaders of the Soviet Union. Proceeds of the affair, for which tickets cost $5, went to the Variety-Albany Boys' Club summer Camp Thacher. Mayor Erastus Corning served as honorary chairman of the executive committee. Gene Robb, Times-Union publisher and Variety Club member, was one of the arranging group. The local Hearst daily and Tent Nine co-sponsored the luncheon.

City Court Judge George Myers acted as toastmaster, while former Chief Barker Harry Lamont read the Variety Club membership induction ritual for Kirk Douglas at the dinner-dance which Tent Nine tendered the Amsterdam-born screen actor in Empire Room of Sheraton-Ten Eyck Hotel. Maurice Harris, Universal-International exploiteer, checked in for several weeks of promotion on Douglas' Strand and Troy, Troy, N. Y., appearances at opening of "The Man Without A Star" and other local dates. Douglas was introduced to the Legislature and to Governor Averell Harriman. Douglas' mother and sisters attended the dinner-dance, and an Amsterdam fraternity to which Kirk belonged was represented by a delegation. Demand for tickets from Albanians was reported good, after a poster-card was distributed by Variety Club and news stories were printed that the public was invited. Joseph Liss, new Stanley Warner district manager, attended the premiere at the Strand. Manager A. O. La Flamme had charge there; Sid Summers at the Troy, Troy, N. Y.

International Releasing Organization, Inc., of Delaware, recorded a statement designating its New York State offices to conduct a motion picture business in New York City. Julius Garfield is secretary. Attorneys are Nemser and Nemser. . . . Public Relations Film Corporation has been authorized to conduct a motion picture business in New York City. Capital stock is 200 shares, no par value. Attorney is P. Ben Kaufman.

Irene Econome, crack assistant to Fabian division manager Saul J. Ullman, returned from an Adirondack Mountains winter sports vacation. Irwin Ullman substituted for her.



EYEING THE Exchanges

MGM — Secretary Laura Karlitz returned from her vacation in Miami, Fla. . . . Biller Joyce Goldstein is back at work after a two months illness.

20TH FOX — Maureen McCormack is a new typist-clerk. . . . Cashier-clerk Jeanette Wagner and bookers' clerk Thersea Cerirone both have birthdays tomorrow (March 24). . . . Salesman Abe Blumstein is on vacation in Florida. . . . News booker Henry Unger is absent due to illness.

COLUMBIA — March produces birthday celebrations for office boy Bert Swartz and booker Marty Perlberg. . . . The husband of Barbara Wilson is due to be home for 15 days on leave from the navy. . . . New officers of the Columbia Office Club are Marty Perlberg, president; Harriet Miller, treasurer; Francis Taylor, assistant treasurer; and Sandra Resnick, secretary.

U-A — A birthday celebration was held for bookers' secretary Vana Smith. . . . Booker Sophie Bochillo is home ill. . . . Sonia Neserma is a new clerk. . . . Former clerk Sandra Davis resigned.

AA — Harry Thomas came in from the coast to say hello to the gang. . . . An AA trade luncheon will be held March 24 at Toots Shors. Among those attending will be branch manager Furst, head booker Etta Segall, salesman Jack Farkas, and salesman Myer Solomon.

RAMBLIN' 'ROUND — Arlene Gabrielle, ledger-clerk, Paramount, will be married the end of April. . . . Cashier-clerk Anna Michelotti, Warners, was home ill. . . . At RKO, both typist-clerk Phillis Schaeffer and secretary Anne Levey were out with virus. . . . June Jacobson, switchboard operator, RKO, is sewing her spring wardrobe. . . . Marguerite Noble, bookkeeping machine operator, Republic, was home due to illness. . . . Irene Anastasiou is on the flower committee of her mother's society, soon to hold a dance at the St. Moritz Hotel. . . . Sales manager Dick Perry, Principal, celebrated a wedding anniversary. . . . The brother of Sandra Kranis, Principal, will honeymoon in Florida. . . . Terry Dannucci is a new employee at U-I.

Cohoes

Mrs. Morton Hollonder, daughter of George Seed, city manager, Fabian Theatres, gave birth to a daughter on March 11.

NEWS OF THE Territory

Philadelphia

Crosstown

Now under the operation of A. M. Ellis Theatres Company, the Bala, formerly the Egyptian, Bala, Pa., had its grand reopening a fortnight ago. The theatre has been completely modernized.

Leon Berger, 72, manager and stage show producer of Jewish stock companies, vaudeville, and film houses many years ago, died last fortnight at his Atlantic City, N. J., home. He was operator of the old American, now the SW Astor, and operated the Met and Nixon's Grand following World War One. He is survived by his wife, two sons, two daughters, and 10 grandchildren. Funeral services were held at Joseph Levine and Sons with burial in Montefiore Cemetery.

U-I's "Man Without A Star" had its world premiere at the Goldman with star Kirk Douglas in and making around-the-clock series of TV and radio appearances and participating in a series of civic events. William Campbell, who has the second male lead in the film, also was in for TV and radio appearance and participation in local promotional events.

Reports had the SW Stanton closing in several weeks for a week or two of refurbishing.

Margaret Hayes, who appears in MGM's "Blackboard Jungle," was in in connection with advance promotion on the film.

The Green Hill attracted attention to "The Green Scarf" by using the "help wanted" columns of the daily newspapers and sending out postcards to its mailing list, reading "Can you help me? Lost. Green Scarf, aboard S. S. Versailles. Please call Greenwood 3-6121," which, of course, was the theatre box-office. This house has established itself as a local showcase for English-made product.

Local public schools, it was learned, are making good use of the Nickelodeon, donated by William Goldman to the Benjamin Franklin Institute, to study the silent "flickers" and the early days of the cinema. They attend in class groups, who make reservations through Mabel Gordon Rhoads, division of visual education.

It was indicated by counsel that the lengthy Sablosky-Norris Amusement Company, Norristown, Pa., anti-trust suit vs Paramount, et al, being heard in District Court before a jury, would not conclude for another week or 10 days. The defense is currently presenting its side of the case.

Vine Street

Myer "Mickey" Lewis, National Theatre Supply, announced that his daughter, Renee, had wed Jerry Fox, son of Mr. and Mrs. Benjamin Fox, on March 6 at Lu-Lu Temple, here.

Full House Hears Broidy At AA Lunch, Screening

PHILADELPHIA — Braving an unseasonal snowfall, more than 150 exhibitors from all over the territory responded to an invitation tendered by Allied Artists branch manager Maxwell Gillis and attended an AA screening of "Shotgun" and "An Annapolis Story" and a luncheon at the Bellevue Stratford Hotel.

The luncheon was designed to tell the AA story of forthcoming quality films and dealt with top names in direction, production, and acting. Company president Steve Broidy and Morey "Razz" Goldstein, vice-president, currently on a 14 city tour presenting exhibitors with AA's silver anniversary message, appealed for a theatre investment in playing time for AA films in view of the current product shortage. They were accompanied by John C. Flinn, director of advertising and publicity, and William F. Rodgers, company adviser.

Sam E. Diamond, branch manager, 20th-Fox, and publicist Hal Marshall held a merchandising meeting at the RKO screening room for invited executives, exhibitors, and publicists of the area, at which it was pointed out how they might tie-in with the weekly magazines and the Sunday magazine supplements advance advertising on "A Man Called Peter." Giving details on the tremendous penetration of this type of advertising were representatives from the Saturday Evening Post, Life, Family Magazine, and Parade. It was also explained by Marshall that local screenings of the film were being set up for area Protestant leaders, ministers, and others. One thing those present certainly carried away with them was the scope of this advertising and the number of persons claimed to be reached by each medium.

New Jersey Messenger Service announced that its platform service and garage has now been completely removed from 250 North Juniper Street to 2137 West Jefferson Street. The telephone number is POplar 5-9400. The new office of the company is now at 235 North 13th Street, where the telephone number is LOcust 7-4822.

The unveiling of a stone to mark the grave of Percy Friedman will take place at Mount Sharon Cemetery at 1 p. m. on March 27. Friends are invited to attend.

The Motion Picture Associates held a membership meeting at the RKO Screening Room, at which it was reported $6,000 had been the profit from the recent dinner in honor of Al Boyd, Ben Amsterdam, William C. Hunt, and Abe Sablosky, which was tied in with the dedication of William Goldman's Nickelodeon at the Benjamin Franklin Institute. Honorary life memberships were voted Goldman and Stanley Warner's Lester Krieger for their outstanding efforts in making the affair a success.

Edmund C. Grainger, Republic sales manager, was in for conferences with Norman Silverman, branch manager of the company.

State Rewriting Censorship Law

PHILADELPHIA — It was learned last fortnight that the State administration is preparing to rewrite the 40-year-old motion picture censorship law, declared unconstitutional by the Court of Common Pleas here last September.

Meanwhile, the current status of censorship has been thrown in doubt by the action of the Attorney General's office in consenting to the withdrawal of a supersedeas which prevents the Common Pleas judgment from being enforced.

"In my opinion it leaves the Commonwealth without a censorship law," said Abraham J. Levy, former special deputy Attorney General, who appealed Judge Edwin O. Lewis' ruling last September to the State Supreme Court.

However, Mrs. Edna R. Carroll, chairman, Board of Censors, asserted that "we are going ahead with our duties," and that so far as she was concerned "nothing can be shown without a seal."

The order withdrawing the supersedeas was signed a fortnight ago by Judge Maurice W. Sporkin, after it was agreed to by Mrs. Lois G. Forer, Melrose Park, Pa., a new deputy Attorney General, who replaced Levy as counsel to the board, and Edwin P. Rome, lawyer representing Hallmark Productions, Inc., producers of a film entitled "She Should 'A Said No."

While the supersedeas was withdrawn, the appeal from Judge Lewis' ruling remained on the record, and is now scheduled, after many postponements, to be heard here next month.

Rome said his clients were "anticipating that they would be able to show the film soon," but added it would not be shown without the board's seal of approval. This indicated that he expected Mrs. Carroll to issue a seal, but she insisted firmly, "I did not fight this film to the Supreme Court to issue a seal in the last days."

The film, it is claimed, is a revised edition of a subject outlawed here some five years ago. It deals with the menace of marijuhana and its effect on teenagers.

Meanwhile, Governor George M. Leader has appointed a new Board of Censors, but they do not become official until the nominations are confirmed by the Senate. This has not yet been done. The new scheduled chairman is Mrs. Louis Moses John, West Chester, Pa.

Senator R. D. Fleming, Republican, Allegheny, asked for the recall by the Governor of the three nominations for membership on the State Board of Censors. Recent decisions by the U. S. Supreme Court, Fleming told the Senate, had stripped the board of its powers in deciding which motion pictures should be withheld from the public, and it therefore had no duties. No action was taken.

Dave Brodsky, the theatre decorator, has filed for City Council on the Republican ticket from the Fourth District.

Morris Fox, 78, former advertising manager, Fox Film Corporation, who retired in 1947, after heading the office



Win Min Than, Burmese beauty who makes her screen debut in United Artists' "The Purple Plain," is seen chatting recently with Washington area showmen during a stop in the capital on a nation-wide junket in behalf of the film. Seen, left to right, are Aaron Seidler, Washington exhibitor; Edward Martin, Walsh buying and booking combine; Sidney Cooper, UA branch manager in Washington; Joseph Walsh, owner, Walsh buying and booking service; and Daniel Sattler, local exhibitor. The star's tour features press, radio, and TV interviews, as well as good-will meetings with exhibitors and circuit heads.

for 35 years, died in Germantown Hospital. He is survived by his wife; two sons; six daughters; six grandchildren; and two great grandchildren. Funeral services were held at Asher-Berschler's funeral parlor with burial in Montefiore Cemetery.

District of Columbia

Washington

Johnny Garst was in town booking for Martinsville Drive-In, Martinsville, Va. . . . Sidney Bowden, Walder Circuit, Norfolk, Va., was in town to set in dates for his first-run houses in Portsmouth and Norfolk, Va. . . . Sid Zins, Columbia publicity representative, is busy setting up the campaign of "Long Gray Line" in Richmond, Va.

U-I—Harold Saltz, branch manager, left for Baltimore, Md., and Richmond, Va., on a routine business trip. . . . Ike Ehrlickman, sales manager, is in Norfolk, Va., on business. . . . Sylvia Weisbach, booker-clerk, is bedded down with virus. . . . Ina Pritchard, contract clerk, celebrated her 30th year with the company. Harold Saltz, branch manager, expressed his gratitude by giving her a lovely bouquet of flowers. . . . Stanley Taylor, salesman, is coverning the Eastern Shore. . . . Bob Miller is celebrating his second wedding anniversary. To mark the occasion Miller gave his wife a high fidelity radio-phonograph-television set. . . . Chief Ben American Horse, cousin of Chief Crazy Horse, was a visitor at the exchange on behalf of "Chief Crazy Horse." He was interviewed by local television and radio personalities and met the press. . . . Walter Bangs, cashier, was ailing last week with the virus. . . . John Horton, studio representative, returned from the coast after spending a few weeks at the studio on business. He was greatly enthused over forthcoming product.

DISTRICT THEATRES—Clark Davis was traveling to Richmond and Petersburg, Va. . . . Eugene Cramer is back from his vacation. Cramer toured the West Indies, visiting Nassau, Bermuda, Haiti and other ports of call. . . . Blanche Mangram, cashier, Lincoln, is recuperating at home after a serious illness.

SANDY FILMS — Jerry Sandy, salesman, traveled to Clinch Valley. . . . Jerry Murphy, salesman, is in Norfolk, Va., on business.

WARNERS—Margaret Eichman's daughter Susan has the chicken pox. . . . Amelia Summer, booker's clerk, has resigned.

Myron Mills, Equity, is visiting the home office in New York.

PARAMOUNT—Robert Cunningham is mourning the death of his father. Cunningham went to Brunswick, Ga., for the funeral. . . . Phil Isaacs, branch manager, and his wife attended the weekly Saturday night party in Baltimore, Md., Variety Club. Isaacs is in Richmond, Va., on routine business.

Hymie Wheeler, Screen Guild salesman, Pittsburgh, and brother of Sam Wheeler, celebrated his 25th wedding anniversary.

STANLEY WARNER—Francis Warner, assistant, Beverly, and wife are the proud parents of a baby girl. . . . Cinerama spread out the red carpet as a welcome for Ray Connor, house manager, who formerly worked Cinerama in St. Louis. Connor replaces Bill Levine, who is now situated in Cinerama, St. Louis. . . . Norma Gearhart, Penn, has returned to work after spending a few days in Roanoke, Va. . . . E. E. Vivian, doorman, Ambassador, sffered a broken arm when he fell down a flight of steps at his home. . . . Wally Norris is subbing for Joe Gross, electrician, Methropolitan, who is on vacation. . . . Evelyn Fritter and Marianna Waggaman, Penn, were ailing with the virus. Robert Campbell, manager, Avalon, is out sick. Alan Bachrach, is covering for Campbell.

REPUBLIC — Jake Flax, branch manager, went to Richmond, Va., on business. . . . Rose Johnson, biller, was ailing with a strep throat. . . . Ed Reister and wife are the proud parents of their fourth girl. Mrs. Reister and child are doing fine in a New York hospital.

— T. C.

Eastern Pa. Allied Backs Toll-TV Action

PHILADELPHIA — The 17th annual meeting of Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., at the Broadwood Hotel passed a resolution to support the industry action against toll-TV, and devoted the afternoon session to an analysis of the film situation, company by company and picture by picture.

A recent MOTION PICTURE EXHIBITOR editorial, "A Man With His Hat In His Hand" (issue of March 9), was favorably commented upon.

Sidney E. Samuelson, president of the group, indicated that efforts will be made henceforth to prevent nonmembers from gaining further benefits accruing through Allied's efforts. In other words, an attempt will be made to get rid of the "free riders."

An election of officers was postponed until the next meeting, which has been set to be held at Hershey, Pa., early in June.

Delaware

Dover

A civil rights bill to forbid anyone from barring persons to motion picture houses and other public accommodations because of their race, creed, color, or national origin was introduced in the House by Representative Paul F. Livingston, Democrat. Criminal liability would include a fine of from $100 to $500 or jail up to 90 days. Civil liability to the aggrieved person would include damages up to $1,000 from the violator, plus legal fees of from $50 to $200. Similar measures have been introduced in recent legislative sessions of the General Assembly. Under the existing Delaware law (Title 28, Section 902, Delaware Code of 1953), "the proprietor of a theatre or other public place of amusement is not obliged to receive into his show, or admit into the place where he is pursuing his occupation, any person whose presence there would be offensive to the major part of his spectators or patrons, and thereby injure his business."

Wilmington

Charles W. Maclary, father of State Representative Robert P. Maclary, Pleasant Hill Drive-In, died. . . . The Kerry Drive-In's pre-opening ad campaign included newspaper copy picturing an outdoor screen labelled "it's wide," and radio spots featuring a youngster informing mother of the coming reopening. . . . A hearing on the petition of M and S Amusement Enterprises, Inc. (Brandywine Drive-In), for a final decree discharging it from reorganization and terminating court proceedings will be held in the U. S. Court Room before Chief Judge Paul Leahy on March 28, at 10:30 a.m. An order confirming the plan, including sale of the theatre to A. M. Ellis Theatre Company, was signed by Judge Leahy.

Maryland

Baltimore

Bill Moore, manager, State, has moved over to the Belnord and manager Thomas Rosenberger, is now at the State.

He took along his assistant, James Constantini. . . . Jake Flax, Republic's Washington office, was a luncheon guest at the Baltimore Variety Club.

Projectionists Sol Marks and Sam Schlossberg are working at the Town for George Mathews and Charlie Pearce, who are on the sick list. . . . Joseph Brown, Rex, and Charlie Hawkins, Apex, are recovering from virus attacks. . . . Frank H. Durkee, head, Durkee Enterprises, has returned from a winter vacation in Florida. . . . Bill Henderon, Durkee Circuit, is confined to his home through illness.

Paul Owens, Super 40 Drive-In, Cumberland, Md., was in Washington on business. . . . Vince Dougherty, U-I's Washington office, visited with George Hendricks, Mayfair manager. . . . I. M. Rappaport, owner, Town and Hippodrome, is vacationing in Nassau. . . . Charlie Weissman, formerly of the Hippodrome and State, now is assistant manager, Edgewood, where a recently appointed manager is Donald Mettei, who came from the Ambassador. At the latter house, Eric Jordon now is manager.

An application for a permit to build an open air theatre on a 31-acre tract at Timonium, just beyond the city limits, has been filed with the Baltimore county buildings engineer. The applicant for the permit is Industrial Estates, Inc., Christian H. Kahl, president.

Cumberland

Cumberland experienced one of it's largest and most respected funerals when Oscar A. Eyerman was laid to rest. Eyerman, aged 77, practically saw the city "grow-up and become of age." He was, at the time of his retirement in 1947, Chief of Police. Eyerman served in this capacity through both World Wars, three major floods, and numerous big downtown fires. Sympathy is extended to his son George R. Eyerman, Hollywood, Calif., on the technical staff in the laboratories of Republic.

First drive-in oening for the season was the Potomac Drive-In. The operation will not install any of the new processes, according to Paul C. Owens, owner-manager. Owens has contracted, however, to have his Super 40 equipped for both CinemaScope and wide-screen. The Super 40 is located in LaVale, Md.

Leonardtown

Johnny Levy, with the Park-Plaza, Lexington Park, Md., for some years, and who found his wife among the concessionists at the Plaza, has resigned and is now working at the Patuxent River U. S. Naval Air Test Center, Cedar Point, Md. . . . Ruth Sumstein, oldest cashier in point of service at the Park-Plaza, Lexington Park, Md., was married to Charles Joseph Troughton, Marine, who is shortly to be released from service. He is from Gloucester, N. J. The ceremony was performed at the Methodist Church, Lexington Park, Md. Dorothy Mattingly, New aide, is recovering from the virus. . . . Billy Lee, New aide for many years, has joined the Air Force and is in training at Sampson, N. Y.

Board Of Education Raps MGM's "Blackboard"

PHILADELPHIA—It was learned last week that the Board of Education had recommended through Parent Teacher Associations that children be forbidden from seeing MGM's "Blackboard Jungle."

The film, which the Board claims defeats its purpose in exposing juvenile delinquency in the schools by vividly illustrating how acts in this category may be consummated, has been passed by the Pennsylvania State Board of Censors and bears a Legion of Decency "B" rating.

MGM's local public relations man, Ed Gallner, stated that although invited to a screening, the local police heads had refused to look at the picture, although, he added, they should be interested in the matter through their own efforts in curbing juvenile delinquency through the Police Athletic League and the recent curfew for teen-agers which has been in force in the city for the past month after its passage by City Council. Gallner added that City Council members had also been invited to a screening of the film, as well as local Catholic organizations, and others interested in the juvenile delinquency problem. Despite the controversy, the film opened as scheduled at the Arcadia with a preview on March 22, and on a regular showing basis on March 23.

New Jersey

Clifton Heights

V. C. Smith needs a manager for the Family Drive-In. He wants a hustler willing to work seven days a week and 600 nights in a row.

Trenton

Featuring a giant new CinemaScope screen and extensive remodeling, Walter Reade Theatres' Lawrence Drive-In, on Brunswick Pike two miles north of here, will reopen for the sixth season on March 25. The new screen will enable the drive-in to present all attractions in the wide aspects. It will be over 100 feet in width and one of the largest in the east. Completely new projection machines have been installed and the sound system, carried into each car by individual speakers, has also been refurbished and modernized. The first drive-in in Mercer County, the spot will reopen with a special celebration which will include corsages for the ladies, boutonniers for men, balloons for children, and free popcorn to all. Additional playground equipment has also been ordered and the animal zoo, which was such a favorite last year, will again be open. Walter Reade's second drive-in in the area, the Trenton Drive-In, located on Route 130, between Robbinsville and Yardville, N. J., will reopen on April 8. The Reade organization will operate a total of eight drive-ins this season in addition to more than 30 conventional theatres and including a new drive-in, the 1,000 car Absecon Drive-In, near Atlantic City, which is scheduled to open on Decoration Day.



Todd Duncan, star, Warners' "Unchained," following a recent screening of the film at the Lincoln, Washington, had an interview over station WUST. Shown, left to right, are Mrs. Laurene Jones, District Theatres publicity office; Duncan; and WUST announcer and personality John Bandy.

Pennsylvania

Harrisburg

The State Internal Affairs Department reports 390 municipalities in 54 counties are levying an amusement tax under the so-called tax-anything law. While many exhibitors claim the tax is a burden and has driven some marginal operators out of business, it means an annual total income of more than $4,000,000 to the communities. Pittsburgh reports it collected more than a million dollars in 1953 via a 10 percent levy. The department says the 1947

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J. Lester Stallman, Astor, Reading, Pa., recently sold 20th-Fox's "The Racers" with a parade of foreign sport cars which wound up in front of the theatre for a flashy display. He also had the sound-billboard truck out as additional street bally.

tax is most popular in Allegheny and Luzerne counties. Thirty-eight municipalities in each have imposed the measure. Other counties where many communities are levying the tax are Schuylkill, Washington, Westmoreland, Montgomery, York, Berks, Bucks, Beaver, Cambria, Dauphin, and Delaware. The maximum 10 per cent rate is used by 236 of the 390 local governments employing the tax, according to the department.

A bill to limit the exhibition of a first-run film to no more than six weeks in one theatre was introduced in the Pennsylvania State Legislature. The bill was sponsored in the House of Representatives by Vincent F. Scarcelli and Louis J. Amarande, Philadelphia Democrats. It would affect only Philadelphia and Pittsburgh. The bill provides a fine of $50 for each day a picture is held over six weeks.

Lancaster

Charles F. Widmyer, Widmyer Prangley Company, one of the operators, Colonial, died.

Lansdale

The Lansdale has inaugurated what it calls the "Golden Age Family" whereby persons of 65 or over are admitted at the reduced admission of 50 cents by merely saying at the boxoffice, "I am a golden ager."

Reading

"Little" Jimmy Dickens and his "Grand Old Opry" company staged two shows in the Strand. Manager Kenneth Hinkle set four and eight p.m. as the hours, out of the usual schedule, because of the time needed for setting the stage.

If the present mild weather continues, drive-in theatres in this area will reopen earlier than usual this year. . . . A sign "For Sale," appeared on the modern movie theatre in West Reading, closed for about a year. This has been under lease by the Wilmer and Vincent, Fabian, and other interests at various times. The property is in very good condition and is centrally located in the West Reading-Wyomissing section

Earl Fitlinger, formerly with Loew's here and in Wilmington, Del., is now assistant at the Embassy.

Paul E. Glase, manager, Embassy, and owner of the Glase theatrical library, received a letter from a friend, reviving the controversy of more than 30 years ago as to Sarah Bernhardt's birthplace. The letter asserted that old newspaper records say the French actress was born in Emaus, later called Emmaus, Lehigh County, near Allentown, Pa., going to France in the early 60's. Glase points out that Bernhardt's family name was Bernhard and that it would have been next to impossible for her to have been born in America, when she made her stage debut in Paris at a very early age, after well-authenticated records of schooling in Paris.

Dr. Robert Braun, Pottsville Third Brigade Band organizer and director, died after a stroke. He appeared a number of times in musical programs in the Rajah and was formerly piano soloist with the Philadelphia Orchestra. . . . Reuben F. Hildebrand, 74, died in his home in Shillington, Pa. He was a projectionist in Loew's Colonial for 18 years.

Scranton

Invitations have been issued to the forthcoming wedding of Miss Phyllis Woloszyn, daughter of Mrs. Elias Woloszyn, to Edward J. Karpinski, this city, to be held April 23 in St. Peter's and Paul's Church, West Scranton. Miss Woloszyn, who for the past few years has been secretary to Tom Jones, Paramount city manager, here, has been feted at several parties and showers including a buffet supper party at the Blue Lantern Restaurant recently tendered the bride-elect by her co-workers. Miss Peggy Connolly and Miss Jean Dick, both of the Strand, were in charge of arrangements. Miss Connolly, who will be replaced by Angela Scaramuso, is scheduled to succeed Miss Woloszyn as secretary to Jones.

Two special screenings of "Gangbusters," set for opening at the Strand, were held for area policemen, FBI men, state troopers, plainclothesmen, detectives, etc., as announced by manager Tom Jones. Both WGBI radio and television are saturated with spot announcements on the film which promises to be successful if pre-release enthusiasm can be used as a barometer. A special citation will be given over WGBI-TV to Scranton Chief of Police Leo Ruddy in appreciation and recognition of an outstanding police force as a tie-in with the film.

Mike Suppy, Capitol, a one time prize fighter known professionally as Mickey Chapin, observed his 50th birthday when he was host at dinner to a few co-workers and friends in the Blue Lantern Restaurant. Climaxing his day, Suppy was a guest on WGBI-TV when he was queried by sportscaster Hoppy Scanlon. Suppy retired from the ring in 1926 and has been associated with the Comerford organization for the past several years.

Harry Spiegel, Comerford advertising department, was toastmaster at a Purim dinner at Congreation B'nai Israel in observance of the tercentenary of Jews in the United States. . . . Bob Murrin, former assistant manager, Comerford, has joined the staff of WGBI radio where he is to become a special services representative. . . . A nephew of Scranton's Mayor Hanlon, Corporal Tom Hanlon, formerly of the Comerford, who has recently been transferred from Fort Dix, N. J., to Fort Slocum, New York, where he is attending a special service school, was a visitor to this city. . . . Bob Thompson, a native of England, and Comerford auditor, proudly became a citizen of the United States in the court of Federal Judge John W. Murphy.

The Oak Hill Drive-In opened with "Bridges at Toko-Ri" as the initial attraction. The Oak Hill Amusement Company has installed the huge CinemaScope screen and is reputed to be the first drive-in in the area to purchase the Koll Morgan lens. During the past winter season several electric in-car heaters have been installed in an experiment to equip the drive-in for next winter. . . . A new policy has been adopted where family films will be shown, and children to 14 will be permitted entrance free.

Variety Clubs

Tent 13, Philadelphia

Wednesdays are fight nights. All are invited to come and enjoy the fights on the Tent's large TV screen. Beer and pretzels are "on the house" for members and friends.

"New Orleans Uncensored" was screened through the courtesy of Columbia.

The Tent's recent testimonial in honor of Frankie Richardson, celebrating his golden anniversary in show business, was a huge success. So many theatrical friends of the favorite local m.c. were on hand and willing to do their acts, that all of them did not get on due to the lateness of the hour. Chairman Cecil M. Felt is still taking bows on this one.

MOTION PICTURE EXHIBITOR SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 53 • No. 21

MARCH 23, 1955

ALLIED ARTISTS

Dial Red O (5509)

MELODRAMA
62M.

ESTIMATE: Okeh lower half entry.

CAST: Bill Elliott, Keith Larsen, Helene Stanley, Paul Picerni, Jack Kruschen, Elaine Riley, Robert Bice, Rick Vallin, George Eldredge, John Phillips, Regina Gleason. Produced by Vincent M. Fennelly; written and directed by Daniel B. Ullman.

STORY: Veteran Keith Larsen escapes from a hospital where he is undergoing pyschiatric observation to try and see his wife, Helene Stanley, who has notified him that she is divorcing him. His escape is noted by the police who seek him, bearing in mind that he could turn violent. The Stanley apartment comes under the jurisdiction of Bill Elliott. She is out with Paul Picerni, ex-service buddy of Larsen's, with whom she has been having an affair, and when they return, she tells him the divorce is final and that she can now wed him, especially since she is going to have his baby. When he refuses to divorce his wife, she threatens to expose him in the papers, etc., and he kills her using judo. He tries to set up an alibi at his office and implicates Larsen, who drops in to chat. Larsen is picked up and jailed on suspicion. From the way she was killed, Larsen deduces that Picerni is the killer and escapes from jail while Elliott, too, finds several clues that point to Picerni. He arrives in time to prevent Larsen from killing Picerni.

X-RAY: A well-made little film following a logical pattern and yarn that is interesting throughout, this entry presents Bill Elliott in a switch from westerns and he does fine. The cast is good and the direction and production are in the smart and efficient category. It should make a neat addition to the program. Maximum aspect ratio: 1.85-1.

AD LINES: "In Emergencies . . . 'Dial Red O'"; "It's Murder Any Way You Look At It"; "A Psycho Who Could Turn Killer Is On The Loose And Citizens Who Spot Him Are Urged To 'Dial Red O'."

Seven Angry Men (5511)

MELODRAMA
90M.

ESTIMATE: Names and angles will help well-made entry.

CAST: Raymond Massey, Debra Paget, Jeffrey Hunter, Larry Pennell, Leo Gordon, John Smith, James Best, Dennis Weaver, Guy Williams, Tom Irish, James Anderson, James Edwards, John Pickard, Smoki Whitfield, Jack Lomas, Robert Simon, Dabbs Greer, Ann Tyrrell, Robert Osterloh. Produced by Vincent M. Fennelly; directed by Charles Marquis Warren.

STORY: In the days when Kansas was tottering between becoming a slave state or a free state, Raymond Massey, as fanatical John Brown, gathers his sons Dennis Weaver, John Smith, Guy Williams, James Best, Larry Pennell, and Jeffrey Hunter. The latter falls in love with Debra Paget, daughter of a shopkeeper in town. A raid by the slave supporters on the town as a warning to Massey to desist in his efforts to free slaves, and Paget's father is among those killed while many homes are burned. Massey leads a retaliation raid. The slave supporters, led by Reverend Leo Gordon, kill Smith, in cold blood. Fed up with the bloodshed, sons James Best and Dennis Weaver leave and later are joined by Pennell and Williams. Massey is left with Hunter, who finally marries Paget, who disapproves of Massey's methods. Kansas votes to be free and Massey returns to his home in Ohio. He gets fresh funds for his crusade, and with Hunter and the youngest brother, Tom Irish, they go to Harper's Ferry, Virgnia, where they store arms and make plans for a revolt of the slaves and a decisive battle with federal troops. On the designated day, no slaves appear to be freed, and Massey and a few followers try to take the town and the government arsenal but are trapped and quickly brought in under arrest by the soldiers. Hunter, elsewhere, sees the scheme falling apart and is persuaded to go home to Paget. Massey is arrested and sentenced to be hung.

X-RAY: A highly dramatic entry is this tale of a fanatic, John Brown, and the result is an interesting film slightly offbeat. The story of John Brown has been related many times and has even been sung about with the result that the film may prove quite an attraction to many types of audiences. The drama is intense, earnest, grim, and sometimes violent, and the characterizations are ably handled by the cast as a whole and particularly by Raymond Massey, who makes Brown live. The direction and production are good. This can play in either standard houses or art and specialty spots with the proper selling. The story and screen play are by Daniel B. Ullman, and there is no lightness or comedy relief. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Rates depend on situation.

AD LINES: "The Story Of John Brown . . . Man With A Crusade"; "A Thrill-packed Page Torn From History"; "It's Been Told In Books And On The Stage . . . Now For The First Time See The True Story Of John Brown Told On The Screen."

RKO

Rage At Dawn (511)

(Technicolor)

WESTERN
87M.

ESTIMATE: Better than average western.

CAST: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Kenneth Tobey, Howard Petrie, Myron Healey, Ralph Moody, James Hayward, Guy Prescott, Mike Ragan, Phil Chambers, Richard Garland. Produced by Nat Holt; directed by Tim Whelan.

STORY: Outlaw brothers Forrest Tucker, J. Carrol Naish, and Myron Healey are caught while attempting a surprise robbery on a bank and one brother, Richard Garland, is killed. When they return to their hideout they learn that detective agent James Hayward, posing as a bartender, had passed on their plans, and the outlaws eliminate him. Randolph Scott and Kenneth Tobey are named to infiltrate the gang, by having the outlaws think that they are also outlaws. A fake train robbery is staged, and word gets around that Scott did the job. This results in Scott being asked to join the gang by the crooked law officers headed by Judge Edgar Buchanan. He agrees and goes along to a minor robbery. Mala Powers, sister of the outlaws, meets Scott and a budding romance ensues. She quickly rejects him when she discovers that he has joined her brothers in their criminal activities. Time passes and Scott completely convinces the other gang members that he is one of them. He then reveals a plan to rob another train. Members of the law swoop down and do battle with the outlaws. Most of the gang are killed with the brothers being taken prisoners. The townspeople, determined that justice will be done, organize a lynching party for the imprisoned criminals. Scott tries to intervene, but his attempts are in vain. With law once again restored and Scott's true detective identity revealed. Powers returns to the hero.

X-RAY: A good western, this should appeal to the action-fans, with the Scott name being as good a draw as ever. The film contains the usual supply of gunplay and fisticuffs, and performances, production, and direction fall into the good category. The screen play is by Horace McCoy and it holds interest on high pretty much throughout.

TIP ON BIDDING: Fair program rates.

AD LINES: "It Takes A Man With Iron Nerves And Razor Wits To Fool A Gang Of Ruthless Killers"; "The Murderers

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Were Running Wild . . . And Randolph Scott Was Sent To Stop Them"; "In The Code Of The West . . . A Bullet Is The Law."

REPUBLIC

Yellowneck

MELODRAMA
83M.

(Trucolor)

ESTIMATE: Okeh for the lower half.

CAST: Lin McCarthy, Stephen Courtleigh, Berry Kroeger, Harold Gordon, Bill Mason. Produced by Harlow G. Frederick; directed by R. John Hugh. An Empire Studios production.

STORY: During the end of the Civil War, Colonel Stephen Courtleigh, Sergeant Lin McCarthy, and young Bill Mason, who idolizes and follows McCarthy into disgrace, become "Yellownecks" or deserters. They are joined by crook Berry Kroeger and his English pal, Harold Gordon, interested only in killing Kroeger to get the money he has stolen from an army paymaster. They expect to meet a Seminole half-breed guide, who will lead them through the Everglades to the sea, where a boat is to meet them and permit their escape to Cuba. The guide is delivered to them dead, and the men are faced with the problem of fighting their way out of the jungles. Beset by storms, unfriendly Seminoles, and eventually defeated by personal fears, the men, one by one, meet a defeat worse than the one from which they are fleeing. One is shot by a Seminole arrow, another is attacked by a rattlesnake; another is killed by an alligator; and a fourth perishes in a quicksand. Mason, the only survivor, finally realizes that survival depends upon standing and facing whatever comes rather than running away.

X-RAY: This lower half meller with a cast of unknowns is pretty repetitious with the long, long walk getting monotonous between thrilling death sequences, particularly that of the rattler attacking a man. The photography and color are good. The films "message" is obscure. Screen play is by Nat S. Linden, with original story and dialogue by R. John Hugh. The film was actually filmed in the Florida Everglades. There are no women in the cast.

AD LINES: "Yellownecks—Cursed Term For Confederate Army Deserters"; "Actually Filmed In The Florida Everglades In Beautiful Trucolor"; "Thrills And Action Such As You Never Saw Before."

UNITED ARTISTS

Canyon Crossroads

MELODRAMA
83M.

(Joyce-Werker)

ESTIMATE: Okeh programmer.

CAST: Richard Basehart, Phyllis Kirk, Stephen Elliot, Russell Collins, Charles Waggenheim, Richard Hale, Alan Wells, Tommy Cook, William Pullen. Produced by William Joyce; directed by Al Werker.

STORY: Mountain sections of the west are being combed by prospectors seeking uranium and one such is Richard Basehart, who is approached by prosperous Stephen Elliot and offered a partnership deal if he stakes him to supplies and equipment. Basehart turns him down. Basehart does, however, listen to a deal from professor Russell Collins who wants to hire him as a guide. Daughter Phyllis Kirk goes along and they dislike each other. Collins is forced to return because of an injury but agrees to let Basehart use the equipment and supplies on a partnership basis. Kirk insists on going along. Another member is Alan Wells, Navajo Indian friend of Basehart. Elliot hires unscrupulous prospector Charles Waggenheim to follow them. They strike it rich after some searching, and Waggenheim kills Wells who was heading towards town with the samples and traps Basehart and Kirk in the cave after wounding Kirk. Basehart escapes and goes for help. Waggenheim reaches town, informs Elliot, and they return to make sure there are no survivors. The father and brother of Wells track them down when his horse returns. They kill Waggenheim and Basehart kills Elliot.

X-RAY: Using a different theme and locale this entry emerges as an interesting one for the program. The cast is good, as is the direction and production, while a duel between a man on the ground and a flying helicopter is a different twist. The original story and screen play are by Emmett Murphy and Leonard Heideman. Maximum aspect ratio: 1.75-1.

TIP ON BIDDING: Program rates.

AD LINES: "There's Millions In Uranium To Be Found In The Mountains Of The West But Back Up Your Claim With A Ready Gun"; "An Action-Packed Story Of The Modern West"; "A Duel Between A Roaring Helicopter And An Armed Man On The Ground Is Just One Of The Many Thrills To Be Found In This Tale Of The New West."

Big House U.S.A.

MELODRAMA
82M.

(Schenck)

ESTIMATE: Okeh programmer.

CAST: Broderick Crawford, Ralph Meeker, Reed Hadley, Randy Farr, William Talman, Lon Chaney, Charles Bronson, Peter Vetrian, Roy Roberts, Willis B. Bouchey. Produced by Aubrey Schenck; directed by Howard Koch.

STORY: At a camp for boys, Peter Vetrian runs away when nurse Randy Farr wants to give him an injection to ease an asthma attack, and the rangers of the National Park in Colorado are called out in the search. He is found by Ralph Meeker, who offers to take him to his father. The lad's father, Willis Bouchey, receives a call from Meeker demanding $200,000, which he pays and which Meeker buries. The boy falls from the tower, and Meeker makes sure he is dead by dropping him off a cliff. The FBI is summoned, and a search is set up. Meeker is caught with some of the money and insists he had nothing to do with the child but just took advantage of the situation to ask for the money. He is convicted of extortion and sent to prison for five years. Broderick Crawford is boss among the convicts, and associated with him are Lon Chaney, Charles Bronson, and William Talman, who are planning an escape. Farr is questioned by FBI agent Reed Hadley and she confesses she was in league with Meeker. Before Meeker can be re-arrested for kidnapping, he is forced into the prison break by Crawford and the others, who plan on sharing his loot. One of the crooks is killed and Meeker's things planted on him to throw police off the trail. It doesn't work, and a gun battle results with most of the crooks killed. Farr gets a prison term for her part. The boy's body is never recovered.

X-RAY: Interest runs pretty much on high throughout this meller, which has a number of unpleasant situations such as the death of the youngster, unwarranted killings by the gangsters, etc. The cast is good and the direction and production are efficient. The settings and surroundings in the Colorado National Park are pleasing. It should do okeh as part of the program, and with a little selling could possibly emerge better than average. The screen play is by John C. Higgins. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Program rates.

AD LINES: "He Wanted $200,000 Or Else . . . "; "He Eluded Police But Couldn't Escape His Own Kind"; "The Men At The Big House Had A Way Of Taking Care Of Kidnappers; Don't Miss The Thrill-Packed Result."

U-International

Cult Of The Cobra (523)

MELODRAMA
82M.

ESTIMATE: Satisfactory horror show for the program.

CAST: Faith Domergue, Richard Long, Marshall Thompson, Kathleen Hughes, Jack Kelly, Myrna Hansen, David Janssen, William Reynolds, James Dobson, Leonard Strong, Walter Coy. Produced by Howard Pine; directed by Francis D. Lyon.

STORY: Back in 1945, six GI's about to leave Asia, sneak into a temple where secret rites are conducted by a cult who worship cobras and who believe snakes can change into human beings and vice versa. James Dobson takes a flash picture, and he and the others are forced to run for their lives amid a threat to kill them all one by one. Dobson is struck by a snake and while in the hospital recuperating is struck again and dies. Richard Long, Marshall Thompson, William Reynolds, David Janssen, and Jack Kelly return home. Kathleen Hughes, an actress, who both Long and Thompson love, announces her choice to be Long. Thompson finds solace with Faith Domergue who moves in across the hall. Janssen dies when a cobra strikes him while he's driving. Kelly is next and he falls from his apartment window. Long and Reynolds are suspicious of Domergue. Reynolds accuses her and is found dead of snake bite. Long tells his suspicions to the police while Domergue and Thompson, who refuses to believe ill of her, go to the theatre for the opening of Hughes' new show. Domergue tries to kill Hughes as a snake and Thompson arrives in time to rescue her and force the snake out the window. The body of Domergue is found below by Long and the police.

X-RAY: There's enough horror, mysterious atmosphere, etc., to give some audiences thrills and chills. The story is interesting enough for its type, and the cast, direction, and production are efficient. The screen play is by Jerry Davis, Cecil Maiden, and Richard Vollins, based on a story by Davis.

TIP ON BIDDING: Program rates:

AD LINES: "The Cobra Strikes And Four Ex-GI's Are Dead"; "Mystery. . . . Danger . . . Murder . . . A Look Into The Great Unknown"; "Was She Snake Or Woman? Could He Touch Kill? The Secrets Of The 'Cult Of The Cobra' Revealed At Last."

Revenge Of The Creature (3-D—521) (2-D—522)

MELODRAMA
82M.

ESTIMATE: Meller has angles, especially in 3-D.

CAST: John Agar, Lori Nelson, John Bromfield, Robert B. Williams, Nestor Paiva, Grandon Rhodes, Dave Willock, Charles Cane. Produced by William Alland; directed by Jack Arnold.

STORY: Robert B. Williams and John Bromfield of an oceanarium in Florida head an exhibition to the Amazon to capture a creature, part fish and part man. They return with him to Ocean Harbor. Scientist John Agar and science student Lori Nelson are among those who turn up to study the creature. Their working together brings on romance, and the creature seems strangely attracted to Nelson. He manages to free himself from his

underwater chains and escapes. Agar and Nelson go by launch up the river to Jacksonville, with the creature following. At a hotel dance, he makes an appearance and kidnaps Nelson. A search is started and they spot him with Nelson. When he puts her down a hail of bullets seem to hit him and he disappears underwater. Nelson and Agar are reunited and things look brighter for the future.

X-RAY: Youngsters and meller fans who appreciate this type of fare should be entertained by the proceedings, and if there is a desire to show this in 3-dimensional form, it can be had in that medium. There are no outstanding gimmicks that necessarily demand the medium but it's available for additional thrills. The story is fairly routine but interesting enough, and the cast, direction, and production are about average. It can receive an assist from its predecessor, "Creature From The Black Lagoon," and where that played well, this should receive similar reaction. There could be another sequel should there be a demand. The film should make up well as part of the program in most situations. Martin Berkeley wrote the screen play, based on a story by William Alland.

TIP ON BIDDING: Fair program rates.

AD LINES: "The Creature Strikes Again"; "Terror Stalks The Florida Countryside As The Creature Breaks Loose Seeking Revenge"; "Thrills . . . Chills . . . As The 'Creature From The Black Lagoon' Strikes Terror Throughout The Countryside."

MISCELLANEOUS

Crashout

MELODRAMA
90M.

(Filmakers)

ESTIMATE: Prison-break meller sustains interest.

CAST: William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, Marshall Thompson, Beverly Michaels, Gloria Talbot, Adam Williams, Percy Helton, Melinda Markey, Chris Olsen, Adele St. Maur, Edward Clark, Tom Dugan, Morris Ankrum. Produced by Hal E. Chester; directed by Lewis R. Foster.

STORY: Convicts William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, and Marshall Thompson make good their escape and hide out in a cave, where Bendix, although wounded, takes leadership, promising to split a cache of hidden money. A doctor is lured to the cave to treat Bendix, who orders Talman to kill him, but Arthur Kennedy insists no action be taken without consent of all. They next ditch the doctor's car, hold up a roadhouse for food and clothing, steal another car, and Talman runs over a state trooper. The officer shoots Adler as the rest speed off. A roadblock forces them to abandon the car, and they board a train, where Thompson gets friendly with Gloria Talbot and decides to get off at her stop. At a signal from Bendix, Talman puts a knife in his back. The remaining four take over a farmhouse, where Beverly Michaels sees something fine in Kennedy, knowing he is an escaped convict. Adam Williams, a neighbor, is taken as a hostage as the convicts plan a getaway in Michaels' truck. He hurls an oil lamp that makes Evans a human torch. Bendix, Kennedy and Talman flee again, and a blizzard is encountered on the way to Bendix's hidden cache. Bendix urges Talman to kill Kennedy so there will be only a two-way split; but Talman turns on Bendix, who shoots him. At the hiding place, Kennedy digs up the cash box and Bendix fires at him point blank, but the revolver is empty. They grapple and Bendix beats Kennedy in a fight, but perishes in the storm. Kennedy trudges across the snow, past Bendix's frozen body, as police await his descent.

X-RAY: This has William Bendix at his best as the killer leader of a prison escape group. There are daring exploits, tense situations, rugged fights, intrigue, and even romance, all the way. The film maintains a rapid pace and sustains interest. This was written for the screen by Hal E. Chester and Lewis R. Foster.

AD LINES: "The Desperate Cry Of Caged Men Who Go Over The Wall!"; "The Rock 'Em, Sock 'Em, Blood And Guts Story Of Killers On A Rampage"; "Killers On A Furlough From Hell."

Death Tide

MELODRAMA
69M.

(Beverly)

ESTIMATE: For the lower half.

CAST: Ken Buckridge, Frank Silvera, Jean Alexander, Betsy Palmer, Lisa Loughlin, Marvin Grieve. Produced by Charles Vetter and Marvin Grieve; directed by Victor Komow. A Perigord Pictures, Inc., production.

STORY: Photographer Ken Buckridge and his wife, Jean Alexander, poke their noses into the diamond smuggling activities of Frank Silvera and his henchmen. Before Silvera and several of the other baddies are killed, accidentally and otherwise, the escapes of Buckridge and Alexander are quite harrowing. However, they manage to collect the diamonds and get the reward money, and after paying their income tax, buy themselves a boat for a leisurely journey to South America.

X-RAY: This action meller written by Komow, who also was photographer and director, and Vetter, one of the producers, seems amateurishly done and is headed for the duallers. The film, for the most part, was filmed on the New York waterfront and the photography is okeh, although there are plenty of dark nighttime stretches. There are no marquee names in the cast, although the performers do their hectic bits adequately.

AD LINES: "Million Dollar Gem Smugglers In Action"; "Violence And Thrills High Point 'Death Tide'"; "Actually Filmed On The New York Waterfront."

The Short Parade

TWO REEL

Novelty

BIG TOP CARAVAN. RKO—Pathe Special. 16m. Shown is the story of a French circus setting up the show in a different town or city each day. Circus life involves back-breaking work, tremendous detail, and a matter of every-day logistics as the show is set up or moves on from the daily stand. FAIR. (53105).

ONE REEL

Color Cartoon

BACK ALLEY OPROAR. Warners Blue Ribbon Hit Parades. 7m. When first reviewed in THE SERVISECTION of March, 1948, it was said: "As Porky Pig is climbing into bed in preparation for a restful night, he is interrupted by an alley cat in the midst of a rendition of "Figaro." Porky throws everything but the kitchen sink at the pesty cat, but the later keeps turning up. The cat out-thinks Porky at every turn, until the pig blows them both up with dynamite, only to find that he is still annoyed in heaven. FAIR." (2306).

CONTRASTS IN RHYTHM. RKO—Walt Disney Cartoon Reissues. 8m. Edited from the Disney feature, "Melody Time," reviewed in THE SERVISECTION of 1948, this is in two parts. The first, "Bumble Boogie," is a visualization of a bee's nightmare. The musical number, "Bumble Boogie," is an adaptation of the classic "Flight Of The Bumblebee" by Rimsky-Korsakoff. The instrumental is by Freddie Martin and his Orchestra. The second part is "Trees," Joyce Kilmer's poem set to music by Oscar Rasbach and poetically interpreted in motion and color, the accompanists being Fred Waring and his orchestra and choristers. The animation carries a great oak tree through various seasons of the year. GOOD." (54106).

LAKE TITICACA. RKO—Walt Disney Cartoon Reissues. 7m. Edited from the Disney feature "Saludos Amigos," reviewed in THE SERVISECTION of 1942, this has Donald Duck, a tourist in the Andes Mountains. He succumbs to altitude fever, takes off in a boat and gets a dunking in the lake when it disintegrates. Next, Donald rides a llama through the mountains. He tries to cross a narrow bridge, which falls apart, landing him in the waters below. EXCELLENT. (54105).

THE PELICAN AND THE SNIPE. RKO—Walt Disney Cartoon Reissues. 9m. When first reviewed in THE SERVISECTION of January, 1944, it was said: "Monte, the pelican, and Vedio, the snipe, live atop a lighthouse in Uruguay. The pelican is a sleepwalker that the snipe protects to the extent that he loses so much sleep he is dopey all day. Seeking a device to prevent the pelican's nocturnal wanderings, the snipe decides upon a heavy anchor. Next night, the pelican promptly does a nose dive to the bottom of the sea. Angered, he breaks off with the snipe, who leaves broken hearted. Next night, the pelican, again sleep-flying, imagines himself a plane, and is caught in a dive bombing practice raid by real planes. He sees the snipe sleeping upon the target, saves him from a direct hit, and they again become pals atop the lighthouse. This is not very funny. The off-screen voice explaining the fable is that of Sterling Halloway. FAIR." (54104).

Novelty

NATURE'S SHOWCASE. RKO—Pathe Screenliner. 8m. Interior scenes of the American Museum of Natural History in New York are shown. Display cases containing reconstructed outdoor life can be seen, as well as skeletons of dinosaurs and other prehistoric animals. We are taken to the museum's research division and on archeaological field expenditions. The Hayden Planetarium is viewed at one of its wonderous star shows. FAIR. (54207).

Sports

CHAMOIS HUNT. RKO—Pathe Sportscope. 8m. The film takes us on a chamois hunt in the Tyrolian Alps. The animal is sighted, browsing on its craggy habitat and the hunt is on. The animal moves higher and higher ahead of the stalking hunters but is finally brought down by a gun with a telescopic sight. FAIR. (54307).

HERE'S HOCKEY. RKO—Pathe Sportscope. 10m. The film tells the story of Canadian hockey, from the community rinks to the major league tournaments. Scenes are shown of a NHL game between the Detroit Red Wings and the Montreal Canadians. Small-town hockey is filmed during a league playoff game between Smith Falls and Thurso. GOOD. (54308).

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HUMAN JUNGLE, THE—82m.—Allied Artists 3837
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I

ILLICIT INTERLUDE—90m.—Hakim 3873
IMMORTAL CITY, THE—78m.—Realart 3932
INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia 3823
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INTRUDER, THE—84m.—Associated Artists 3924

J

JAIL BAIT—70m.—Howco 3899
JAMBOREE—54m.—EPI 3B65
JESSE JAMES' WOMEN—83m.—UA 3839
JUNGLE MAN-EATERS—68m.—Columbia 3B23
JUPITER'S DARLING—96m.—MGM 3905

K

KARAMOJA—60m.—Hallmark 3830
KILLER LEOPARD—70m.—Allied Artists 3861
KILL HIM FOR ME—90m.—Waldman 3840

L

LAND OF FURY—82m.—U-I....3931
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LAW vs. BILLY THE KID, THE—73m.—Columbia....3823
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MAN WITHOUT A STAR—89m.—U-I....3932
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MASTERSON OF KANSAS—73m.—Columbia 3877
MISS GRANT TAKES RICHMOND—87m.—Columbia....3845
MURDER IS MY BEAT—77m.—Allied Artists....3921
MYSTERY LAKE—60m.—Lansburgh 3865

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NEW YORK CONFIDENTIAL—87m.—Warners 3924

O

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OUTLAW STALLION, THE—64m.—Columbia 3824
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OTHER WOMAN, THE—81m.—20th-Fox....3898
OUTLAW'S DAUGHTER, THE—75m.—20th-Fox 3878

P

PASSION—84m.—RKO 3B55
PHFFFT—91m.—Columbia 3862
PIRATES OF TRIPOLI—78m.—Columbia....3914
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PRINCE OF PLAYERS—102m.—20th-Fox 3898
PRIVATE HELL 36—81m.—Filmakers 3830
PROFILE—65m.—American Feature Att. 3892
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R

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THEY WERE SO YOUNG—78m.—Lippert 3914
THIS IS MY LOVE—91m.—RKO 3846
THIS IS YOUR ARMY—55m.—Movietone News-U. S. Army 3893
THREE FOR THE SHOW—91m.—Columbia 3929
THREE HOURS TO KILL—77m.—Columbia 3838
THREE RING CIRCUS—104m.—Paramount 3862
THUNDER PASS—76m.—Lippert 3824
TIMBERJACK—94m.—Republic 3915
TOBOR THE GREAT—77m.—Republic 3827
TONIGHT'S THE NIGHT—88m.—Allied Artists....3921
TRACK OF THE CAT—102m.—Warners 3872
TREASURE OF RUBY HILL—71m.—Allied Artists....3913
TROUBLE IN THE GLEN—91m.—Republic 3878
TROUBLE IN STORE—85m.—Republic....3906
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TWELVE O'CLOCK HIGH—131½m.—20th-Fox....3898
20,000 LEAGUES UNDER THE SEA—122m.—Buena Vista 3893
TWIST OF FATE—89m.—UA 3864

U

UGETSU—96m.—Harrison-Davidson 3848
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UNDERWATER—99m.—RKO 3905
UNHOLY FOUR, THE—B0m.—Lippert 3B54
UNTAMED—111m.—20th-Fox 3931

V

VERA CRUZ—94m.—UA 3899
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W

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WHITE CHRISTMAS—120m.—Paramount 3826
WHITE FEATHER—102m.—20th-Fox 3923
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WINDOW, THE—73m.—RKO 3827
WOMAN'S FACE, A—106m.—MGM 3846
WOMEN'S PRISON—B0m.—Columbia 3914
WOMAN'S WORLD—94m.—20th-Fox 3B46
WYOMING RENEGADES—73m.—Columbia 3929

Y

YELLOW MOUNTAIN, THE—78m.—U-I 3878
YELLOWNECK—83m.—Republic 3938
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871
YOUNG AT HEART—117m.—Warners 3891

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT	WARNERS
FEBRUARY	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**
The Big Combo C. Wilde, R. Conte, J. Wallace	Ten Wanted Men R. Scott, J. Brando (Technicolor)		Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)	The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	Underwater! J. Russell, R. Egan G. Roland (Technicolor) (Superscope)	Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)	Sabaka B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin)	The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor)	The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli WarnerColor) CinemaScope)
Murder Is My Seat B. Payton, P. Langton	Women's Prison I. Lupino, J. Sterling, C. Moore, H. Duff		Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)		Tarzan's Hidden Jungle G. Scott, V. Miles		The Racers K. Douglas, G. Roland, B. Darvi (Partly made in Europe) (Color) (CinemaScope)	Canyon Crossroads R. Basehart, P. Kirk, S. Elliott (Joyce-Werker)	Six Bridges To Cross T. Curtis, J. Adams, G. Nader	Unchained E. Hirsch, B. Hale C. Morris
	Pirates Of Tripoli P. Henreid, P. Medina (Technicolor)						Belle Starr's Daughter Dakota Lil (Reissue)	The Good Die Young L Harvey, G Grahame, R Basehart (Remus)	Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	
MARCH	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**
Seven Angry Men R. Massey, D. Paget, J. Hunter	New Orleans Uncensored A Franz, B. Garland, H. Stanton	Thunder Over Sangoland J. Hall, M. Lord	Hit The Deck J. Powell, D. Reynolds, V. Damone (Color) (CinemaScope)	The Country Girl B. Crosby, G. Kelly, W. Holden	Quest For The Lost City D. and G. Lamb (Made in Guatemala) (Color)	Yellowneck L. McCarthy, S. Courtleigh, B. Kroeger (Trucolor)	Untamed T. Power, S. Hayward, R. Egan (Color) (CinemaScope)	Big House, U.S.A. B. Crawford, R. Meeker (Schenck-Koch)	Captain Lightfoot R. Hudson, B. Rush (Technicolor) (CinemaScope) (Made in Ireland)	Battle Cry A. Ray, M. Freeman, V. Heflin (WarnerColor) (CinemaScope)
The Big Tip Off R. Conte, C. Smith, B. Bennett	Wyoming Renegades P. Carey, G. Evans, W. Bishop (Technicolor)		Anchors Aweigh (Reissue)			A Day To Remember S. Halloway, J. Rice, O. Versois (English-made)	Angela D. O'Keefe, M. Lane	Stranger On Horseback J. McCrea, Miroslava (Technicolor) (Goldstein)	Smoke Signal D. Andrews, P. Laurie (Technicolor)	New York Confidential B. Crawford, A. Bancroft, R. Conte
Dial Red O B. Elliott, K. Larsen, H. Stanley	The Detective A. Guinness, J. Greenwood, P. Finch (English-made)							Marty E. Borgnine, B. Blair (Hecht-Lancaster)	Land Of Fury J. Hawkins, G. Johns (Eastman color) (Print by Technicolor) (Made in New Zealand) (Rank)	
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
An Annapolis Story J. Derek, K. McCarthy, D. Lynn (Technicolor)	Three For The Show B. Grable, J. Lemmon, M. and G. Champion (Technicolor) (CinemaScope)	The Glass Tomb J. Ireland (Made in England)	The Glass Slipper L. Caron, M. Wilding, K. Wynn (Eastman color)	Run For Cover J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistaVision)	Escape To Burma B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)	Santa Fe Passage J. Payne, F. Domergue, R. Cameron (Trucolor)	A Man Called Peter J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope)	The Purple Plain G. Peck (Made in Ceylon) (Technicolor) (Rank)	Chief Crazy Horse V. Mature, S. Ball, J. Lund (Print by Technicolor) (CinemaScope)	East Of Eden J. Harris, J. Dean, R. Massey (WarnerColor) (CinemaScope)
Shotgun S. Hayden, Y. DeCarlo, Z. Scott (Technicolor)	Jungle Moon Men J. Weissmuller, J. Byron, B. Curtis		Bedevilled A. Baxter, S. Forrest (Eastman Color) (CinemaScope)	Mambo S. Winters, S. Mangano V. Gassman	Rage At Dawn R. Scott, M. Powers, F. Tucker (Technicolor)		Violent Saturday V. Mature, S. Sidney (DeLuxe color) (CinemaScope)	A Bullet For Joey E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond)	Ma and Pa Kettle At Waikiki M. Main, P. Kilbride, L. Nelson	
High Society L. Gorcey, H. Hall, A. Blake	The Return Of October (Reissue)				The Informer Berlin Express (Reissues)		The Adventures Of Sadie J. Collins, K. More, G. Cole (Color)	Lilacs In The Spring E. Flynn, A. Neagle (Eastman color) (English-made) (Wilcox)	Man Without A Star K. Douglas, J. Crain, C. Trevor (Technicolor)	

OBSERVATIONS

April 3—Palm Sunday
7-8—Passover
8—Good Friday
10—Easter

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
MARCH	1-30	8	16	23
APRIL	28	7	15	22

FILMAKERS

Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels



FIVE DESPERATE MEN AND A GIRL WHO DIDN'T CARE...

trapped on a mountain of gale-lashed rock, fighting for the chance to be the one who could get the money

— and get out... alive!





THE LOOTERS

A Universal-International Picture starring

RORY CALHOUN · JULIE ADAMS

and introducing an exciting new personality...



RAY DANTON

with **THOMAS GOMEZ · FRANK FAYLEN**

Directed by ABNER BIBERMAN • Screenplay by RICHARD ALAN SIMMONS • Produced by HOWARD CHRISTIE

Universal International

Another Picture with that Universal PRE-SOLD Appeal!

MOTION PICTURE

EXHIBITOR

MARCH 30, 1955 GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

IN TWO SECTIONS • THIS IS SECTION ONE



U-I Ups Output To 34 Features

(page 21)

"Page The Better Business Bureau"

(editorial)

AND FEATURING: PHYSICAL THEATRE

Leonard Goldenson, president, American Broadcasting-Paramount Theatres, took his COMPO approved plan for audience development to Hollywood last week and put it before heads of the various studios.

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879



"PRODIGAL" SHOWMANSHIP

BIG PROMOTION THAT SELLS M-G-M's GIANT SHOW

Sneak Previews in San Francisco and Berkeley, California, gave audiences the first viewing of M-G-M's mighty attraction. From the enthusiastic reaction in both cities it is obvious that this tremendous show which was two years in the filming and which cost a fortune to produce is destined to be a field day for showmen and public alike. M-G-M has used every resource of promotional showmanship to launch it with the bigness it inspires.

ARMOUR'S BIG $100,000 PRIZE TIE-UP

One of the most extensive publicity tie-ups in film history. $100,000 Prize Contest. 50,000 Special Kits for Armour & Company dealers spanning the nation. Kits contain special 1-sheet for window display, streamers, data on contest. The First Prize, a completely equipped home, will be shown for 17 days on NBC-TV's "Home Show." Six Dodge cars for weekly prizes offer continuous Dodge dealer tie-ups. Contest advertised in Life and many other top circulation publications, as well as on TV and radio and in newspaper co-op ads locally. 3,000 Armour field men will cooperate with theatres in promotion. Many other angles are described in "Prodigal" press-book.



LEFT: This gorgeous painting is seen on posters, lobby murals, in ads, and many other selling aids.

TICKET-SELLING!

-G-M provides you with sensational mate-ils to work with. Here are some of them:

60 x 80 STANDEE

t this exciting display in your lobby far in vance. It sells bigness of spectacle, romance d feminine allure.

40 x 60 LOBBY MURAL

magnificent full-color reproduction of the ene shown above available for many lobby d other promotional uses.

THREE TEASER TRAILERS

addition to the regular trailer there are ree flash color teasers, brief enough to slip to program several weeks ahead. They are: ertility Rites of Pagan Love Temple," "The uman Wheel of Fortune" and "Destruction the Love Temple."

15-FOOT LOBBY STREAMER

nother fine special accessory for your lobby lling.

LANA TURNER POSTCARD

Similar to the Ava Gardner "Mogambo" photo-postcard, Lana Turner's breath-taking "Prodigal" costume makes an attention-getting card for local mailing.

LIFE-SIZE LANA TURNER CUT-OUT

Seldom such an opportunity for cut-out in lobby or other tie-ups as this eye-catching life-size Lana Turner photo in the much discussed bead costume.

ADVANCE VISUAL SELLING

M-G-M sent special "Color Photo-Viewers" to 300 newspaper contacts and 300 TV outlets together with sets of color slides to acquaint the nation's best publicity sources with the magnitude of the attraction and the exotic appearance of Lana Turner. Additional slides are being sent to maintain the interest.

TEASER 1-SHEETS MONTHS AHEAD

In many lobbies throughout America a special 1-sheet has carried the message: "1955 Is The Year of 'The Prodigal'."

LUX NATIONAL CAMPAIGN

A Lux tie-up with "The Prodigal" is carried to millions of homes by way of full page ads in the four big Sunday Magazine Supplements, This Week, Pictorial Review, American Weekly and Parade.

GENERAL MILLS 250,000 PACKAGES

Enclosed in 250,000 Kix Cereal boxes is a "Prodigal" tie-up sponsored by General Mills.

LUSTRE CREAM IN NATIONAL MAGAZINES

Full page ads in Life and 19 leading national publications give terrific circulation to "Prodigal" in the Lustre Cream tie-up.

COSTUME TEASER FOR EDITORS

One of many space-getters in newspapers was sending one bead from Lana Turner's costume in a small box to editors from Coast to Coast.

"HUMAN WHEEL OF FORTUNE" FLOAT

One of the most unusual and most expensive travelling promotions ever to attract the throngs is the M-G-M float "Wheel of Fortune" with its beautiful girls. Inspired by the exciting episode from the picture, it will cover 35 to 40 key cities of America, disseminating its publicity in wide circles therefrom.

FOR EASTER "EAST



A SMASH IN ALL PR

A SUPER-SMASH ATTRA

TREMENDOUS NOW

HOLLYWOOD, FRIS

BOXOFFICE

FROM THE

COMPANY —



ELIA KAZAN'S EXPLOSIVE PR

"EAST

WARNERCOLOR CINE

starring JULIE HARRIS · JAMES DEAN · RAYMOND MASSEY J

F EDEN" NATIONWIDE!

RELEASE OPENINGS—

ION FOR THE HOLIDAY!

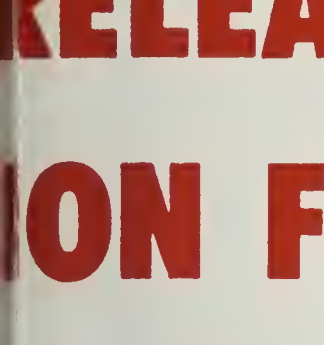
N.Y., DETROIT, L.A.,

MIAMI! ANOTHER

OCK-BUSTER

ATTLE CRY'

RNER BROS!





JAMES DEAN THE NEW STAR SENSATION!

"JAMES DEAN IS UNQUESTIONABLY THE BIGGEST NEWS HOLLYWOOD HAS MADE IN 1955!" *TIME*

"JAMES DEAN MAKES A THUNDERCLAP IMPRESSION IN DEBUT!" *N. Y. WORLD-TELE.& SUN*

"THE MOST DYNAMIC STAR DISCOVERY OF THE YEAR!" *LOOK*

"A NEW STAR IS BORN!" *N. Y. DAILY NEWS*

"DESTINED FOR A BLAZING CAREER!" *N. Y. DAILY MIRROR*

"SCREEN'S MOST SENSATIONAL FIND OF THE YEAR!" *CUE*

CTION OF JOHN STEINBECK'S

F EDEN"

ECOPE STEREOPHONIC SOUND

VES • RICHARD DAVALOS
T ALBERT DEKKER • LOIS SMITH

Screen Play by PAUL OSBORN · *Directed by* ELIA KAZAN

Print by TECHNICOLOR
Music by Leonard Rosenman

WB

USE THESE TNT EASERS TO TELL 'EM A SENSATION'S HEADED THEIR WAY!



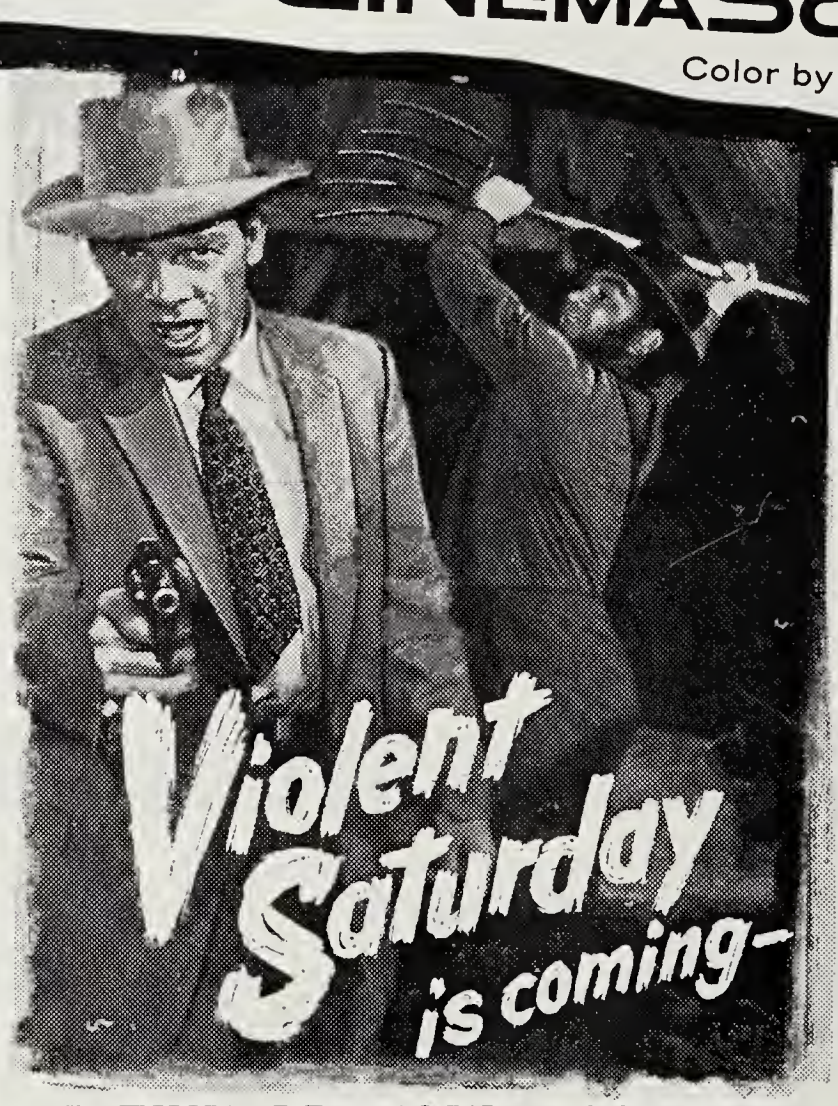


From the sensational Cosmopolitan magazine story that caught a whole town "off guard"!

from 20th Century-Fox in CINEMASCOPE

Color by DE LUXE





"It's a pleasure to do business with 20th!"



MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MARCH 30, 1955
VOLUME 53 NUMBER 22

CURIOUSER . . . AND CURIOUSER!

FROM CANAAN, N. H., comes a most unusual, and seemingly crack-brained, approach to movie advertising. A theatre that shall remain nameless hit the local newspaper with the following copy: "Kerima, the She-Wolf . . . This is *not a condemned picture* . . . but *we do not recommend it* for we think *it is one of the most sinful* pictures ever made, . . . and are only showing it because of popular demand."

Shades of Barnum!

But we don't think the great showman would ever have "talked down" his freaks. His were sins of exaggeration.

We wonder if even "popnlar demand" persisted in the face of such underselling.

PAGE THE BETTER BUSINESS BUREAU

BACK IN JANUARY, 1950, on page 2785 of our "pink" Servisection, we reviewed an "Okeh outdoor entry for juvenile action spots" titled "Davy Crockett, Indian Scout," and distributed at the time by United Artists.

We can understand that stories about the great Davy are in the pnblic domain; and that following the Walt Disney three time televising of "Davy Crockett," and the Hit-Parade achievement of Disney's song accompaniment, anyone is entitled to reissue such Davy pictures as they own. Disney himself has announced that he intends to edit the three television shows into a movie feature, and he is entitled to do that, too! But for anyone, either exhibitor or distributor, to palm off that five year old picture as the television sueeess by doubling it with a bundle of Disney shorts put together and sold by RKO as "Disneyrama," is just plain snbterfuge and misrepresentation in advertising.

And this is what has happened—and is happening!

We don't believe that RKO is involved or has fostered the idea in any way. We know that United Artists reached the end of their distribution period many months ago and is completely clear. But there are some "fast buck" boys who, in their advertising and in their sales efforts, advocate that there is plenty of money to be made through sneh a double bill and such an association of titles.

Maybe there is. But there is plenty of trouble also in such misrepresentation.

Critics of this industry have always pointed to the exaggerations and misrepresentations in its advertising as signs of its kinship to the outdoor carnival and the circus. As permanent rather than transient enterprises we have tried hard to live down and correct this impression. Right now the public is sympathetic to us because of the new techniques and better entertainment values. Will they remain sympathetie after they have bought a tieket expecting to see one thing—and find that they are seeing another?

To legitimately book "Davy Crockett, Indian Scout" at this time may be smart showmanship; but, oddly enough, one of the biggest circnits that should know better was first and foremost in dropping those words, "Indian Scout," to a size that strained the eyesight, and in placing "Disneyrama" just as close as possible to "Davy Croekett." We wonder if their auditors won't find that they paid less for this pieture five years ago when it was new than they have now when it is possible to gyp the public with a "gimmick"?

Crime may not pay—but it probably increases the price!

TRY THIS ON FOR SIZE

HOW WOULD YOU LIKE to operate a theatre in Reading, Pennsylvania, pay relatively high real estate taxes, and collect Uncle Sam's 10 per eent and a local city 10 per cent from every patron that crosses the threshold—while dozens of vacant stores, lodge halls, veterans posts, and fire houses in the city and for miles aromnd stage illegal Bingo at a cost "per card" that is just abont the same as your net adult admission?

They have no big investment in a one-purpose building! No admissions taxes! No percentage pictures! No film scarcities! No battles with film salesmen! And they're doing so well that according to a recent newspaper item some 26 of them met recently and formed a trade association.

They even rnn display ads in the local press (see page 9 of this issue); and don't let those "merchandise orders" fool yon!

How would you like to operate a legal enterprise in Reading?

I'll sell you one!

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanual Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; George Nonamaker, Mel Konecoff, Al Erlick, associate editors. Subscriptions: Any one of six sectional editions (NEW ENGLAND, NEW YORK STATE, PHILADELPHIA-WASHINGTON, SOUTHERN, MIDEAST, or MIDWEST-WESTERN) and the INTERNATIONAL edition; $2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues); The GENERAL edition containing all local news forms from all editions: $7.50 per year (52 issues) and outside of the United States, Canada, and Pan-American countries, $15 per year (52 Issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

LETTERS TO THE EDITOR

Dear Mr. Emanuel:

Your timely editorial (MAN WITH HIS HAT IN HIS HAND) was just read by me a few moments ago. It prompts me to write a "fan" letter which is a new experience for me. The increasing demands being made by most of the companies with which I do business makes me want to put on my hat and walk out of the business . . . but here I stand, still with hat in hand. We have not been allowed to keep any of the tax money . . . a relief primarily intended for the theatres . . . the film companies have taken it all. Have you ever seen such an array of 50 per cent pictures as have been forced down our throats during the past year? Your thought of a "theatre men only" meeting is excellent. Not a meeting run by lawyers or producers, but by theatre men. I have a firm feeling that if a 50 per cent picture was refused playing time by all exhibitors it would soon cure many of our ills. Thus speaks a man who only yesterday bought "Battle Cry" at 50 per cent for extended playing time. I could get along without the picture but towns surrounding me are meeting the terms. The famous words, "United we stand, divided we fall," have a meaning for the theatre man of today. The question is what method or means can we use, legally, to stop this attack on our bank balance? It must come as a united effort.

BENJAMIN M. MONTEE
Jacksonville, Ill.
President, El Fran Theatres, Inc.

"Hat In Hand" Garners Heavy Exhibitor Response

In addition to stimulating an unusually heavy response from exhibitors everywhere, MOTION PICTURE EXHIBITOR'S editorial, "A Man With His Hat In His Hand" (March 9 issue), has been adopted by some groups as a battle cry.

An Allied Theatre Owners of Indiana bulletin referred to the editorial at length in a discussion of current distributor practices, and Allied of Western Pennsylvania exhibitors were informed by their executives to come with hats on head to that organization's convention, which concluded last week in Pittsburgh.

Nor was the editorial's appeal and and the reader's sense of identification restricted to exhibition. Steve Broidy, addressing 110 theatremen in Philadelphia last fortnight in an Allied Artists' bid for major status, characterized his company as having approached exhibitors through the years with its "hat in hand" in vain efforts to secure playing time for AA films.

One eastern exhibitor went so far as to enter a film company exchange while booking with "his hat in his hand." The effect of his gesture on rental terms was not immediately discernible.

—The Editor.

Gentlemen:

In reply to your editorial, A MAN WITH HIS HAT IN HIS HAND, you have hit the nail on the head; but the trouble with this business can be cured with a few more old sayings. For instance, Shakespeare said, "The plays the thing" and he was right. After a wide-screen and CinemaScope installation I find that the play is still the thing that brings them in. Also, Teddy Roosevelt said, "Speak softly but carry a big stick." After trying to buy film, play on availability, and get adjustments on poor grosses for five years, I find that I am trying to fight a tiger with a buying power equal to a match stick. As of today I am going to join a booking outfit that has a big buying power. I want to join the one with the biggest stick so that when they just tap a distributor, they will raise a bump maybe a foot high. As a small grass roots exhibitor, I find that the film agents can not help much, so it goes up the line to main office. The main office sets the scales and make the decisions that affect us. I say let the buying be done in the main office by a representative for the exhibitors, or, as this would be very impractical, two or three big combines of booking bureaus. If we little fellows don't get together, we are going to be taking a licking from now on. My advice is join the biggest stick as soon as possible.

ROBERT THOMPSON
Eagle Theatre Building
Montgomery, Pa.

Dear Sir:

I read with a great deal of interest Jay Emanuel's editorial of March 9 that rings so true of exhibition's position within the industry today. The theatreman today is not only nothing more than "an owner of some rather expensive one-purpose real estate," but, as a general sales manager once said awhile ago, "The exhibitor is nothing but a cashier for production and distribution." More exhibitors every day are lining up in front of the film exchanges with, as you say, "hat in hand," asking for a few crumbs from the banquet tables of production and distribution. This is not a healthy situation and is one which an exhibitor cannot long endure. All exhibitors, instead of carrying their hats in their hands, should hang them on one rack and sit down intelligently to approach and seek an answer to our common problems.

E. D. MARTIN
President, Theatre Owners of America
New York

Dear Mr. Emanuel:

As an exhibitor of forty years' standing I have just read one of the most refreshing and authentic editorials that it has ever been my pleasure to read in any trade magazine over this long period of time, the editorial, namely, "A MAN WITH HIS HAT IN HIS HAND." This editorial carried me back through all the period of years, step by step from the five cent days in vivid detail to the present unhealthy condition of our business. I lived all over again my young life in the business as your story unfolded, and enjoyed every entrancing moment of it up until the present headache. I know every vicious angle that the distributors fight you with. I have already closed one house and I am going to have to close another one. The repeal of the admissions tax helped the exhibitor very little. The distributor got the most of this, as you well know. I have a certain marked respect and admiration for a man who has the fortitude and the "guts" to put his opinions and his convictions in print. If the industry had more men like you, with the courage of their convictions outspoken, we would be in far better shape than we are today.

L. E. BREWER
President
Brewer Amusement Company
Pauls Valley, Okla.

Dear Sir:

Thank you and congratulations for your tremendous editorial. As an exhibitor of long standing I have experienced the very things you complain of and feel that it is about time the exhibitors do something about it. May I suggest a mass meeting be arranged in Philadelphia for the eastern Pennsylvania and southern New Jersey area where the complaints can be discussed in the open and it is just possible that a meeting of minds may come up with something of value in the problems the exhibitors have with the distributors.

GEORGE J. RIESTER
Buckley Amusement Enterprises
Shamokin, Pa.

Dear Sir:

"HAT IN HIS HAND!" Good hunting, now shoot the other barrel.

JOE FAITH
Linn Theatre
Linn, Mo.

Confusion Over "Bingo" Grows In Many States

On Feb. 16, MOTION PICTURE EXHIBITOR commented editorially on "The Strange Position Of Bingo," and on March 16 this editorial was reprinted in its entirety in The Camden Courier-Post's "Voice Of The Press" section.

New Jersey recently legalized "Bingo," creating a Legalized Games of Chance Commission whose chief estimates that games are now running at the rate of about 16,700 per year, and the New York legislature appears close to taking a similar step, despite warnings from some representatives that passage of such a bill could cause the closing of many small town and neighborhood theatres and the resultant loss of business to other merchants.

The position of "Bingo" gets stranger and stranger, however, with the keystone state of Pennsylvania a prime example (see editorial page). It becomes harder all the time to determine what the law is, let alone who's breaking it.

—The Editor.

Bingo's Position Is Strange, Indeed

THE READING TIMES, READING, PA., SATURDAY MORNING, FEBRUARY 19, 1955

MEMBER OF PEOPLE'S CLUB
GOODY'S BINGO
100 Large Games. Start. Time 7:45 P. M.
Cutlets, Coffee Comb., Chickens, Beef Roasts, Baking Comb., Chicken and Waffle Comb., Breakfast Comb., Turkeys, Mdse. Orders, Steaks, TV Tidbits, Large Hams.
2 LADIES GAMES, MEN'S GAMES — Chicken Dinners, 8 to 10 Lb. Hams or 5 Orders
6 CARDS, $1.00 — 618 COURT ST.
45c ADM. 15c FIRST CARD, 10c EXTRAS

MEMBER OF PEOPLE'S CLUB
F & H BINGO --- 9th & Franklin
3-STONE LADIES, DIAMOND RING (Guar.)
ON FULL CARD — MUST GO SATURDAY
75 GAMES — MATINEE 1:45
SATURDAY, FEB. 19th, 1955
MEATS — POULTRY — MERCHANDISE ORDERS
LETTER U GAME, 34 NOS., 50 MDSE. ORDERS
FULL CARD GAME, 49 NOS., 50 MDSE. ORDERS
Novelty Games for All Meats and Poultry, 5 Drawings, Lucky Seven Game, Roast Beef Dinners on Ladies' and Men's Games. All Above Games on Regular Program at Admission 35c. Extra Cards, 10c.
FOR RES. CALL 6-4011 OR 5-0450

ORIOLES HOME --- 37 S. 8th St.
HAMS — HAMS — HAMS
SPECIAL PROGRAM TONIGHT STARTING
8 P. M. -:- 5 ORDERS
LOOK—NO GAMES LESS THAN TWO ORDERS
Ham and 5 Orders on Novelty and Full Card Games — 2 Ladies' Games, 5 Orders; 2 Men's Games — 10 Breakfast, 5 Steaks, 5 Beef Dinners, 5 Pick-a-Letter Games, 5 Pick-a-President Games, 3 Drawings on Your Stubs, 1 East and West Game, Top and Bottom Line Prizes, 100 GAMES 1st Cards, 45c Tax Incl. — EXTRA Cards, 15c, 2 for 25c

DOUBLE LUCKY 643 SCHUYLKILL AVE.
100 Games — 4 Bonus Games — Full Card
HAMS or ORDERS — YOUR CHOICE
First Card 50c; 6 Cards $1. Each Additional Card 5c—7:30 P.M.
BINGO TUESDAY, THURSDAY AND SATURDAY NIGHTS

BERT'S BINGO AMERICAN HOUSE 4th & Penn, 7:45 p.m.
100 GAMES — 10 DOOR PRIZES
10 GAMES—2 MDSE. ORDERS ON REG. BINGO
2 LADIES' GAMES — 2 MEN'S GAMES
LARGE CAN CHICKEN AND BEEF ROASTS — LARGE CAN CHICKEN AND BEEF ROASTS
HAMS — CANNED HAMS — PICNICS — TURKEYS
CHICKENS—7 ITEM MEAT DINNERS ON REG. BINGO
6 PICK-A-NUMBER GAMES FOR 2-3-4-5-5-10 ORDERS ON REG.
BINGO — 1 JACKPOT GAME — FIRST CARD, 45c; EXTRA, 10c

On Rt. 83 **Robeson Recreation** Between Gibraltar & Birdsboro
SAT. EVE.—BARGAIN NIGHT—STARTING 7:45 P.M
SUNDAY AFTERNOON 2:00 P.M. 85 GAMES
REGULAR LARGE PROGRAM—MONTHLY DRAWING
FIRST 2 CARDS, 50c — EXTRAS, 10c
Free Bus Leaves Terminal at 1:15 P. M. — Makes Usual Stops

PEOPLES CLUB OF BERKS CO.
Special Meeting . . . Sunday, Feb. 20 — 2 P. M.
—— WYOMISSING FIRE HALL ——
We Extend a Cordial Invitation to All Bingo Operators to Attend This Meeting

MEMBER OF THE PEOPLE'S CLUB
BUD'S MERRY-GO-ROUND BINGO 1403 PENN AVE Wyomissing, Pa. 8:00 P.M
ALL MERCHANDISE ORDER PROGRAM
WITH 5 LARGE TENDER HAMS AND
14 GAMES OF 10 MDSE. ORDERS
35 GAMES OF 5 MDSE. ORDERS
A TISKET A TASKET WHAT'S IN THE LITTLE BASKET
NEW — 3 BASKET GAMES TONITE — NEW
Over 125 Bingos, and No One Receives Less Than One Mdse. Order
LOOK — TONITE ONLY — LOOK
10 Dressed Turkeys — Door Prizes
LETTER U, 44 NOS., 10 ORDERS AND 100 BONUS
14 GAMES OF 10 ORDERS—14 GAMES OF 3 ORDERS
FULL CARD, 58 NOS., 10 ORDERS AND 100 BONUS
2 NOVELY 4-IN-1 GAMES, 25 ORDERS IN EACH NOVELTY
Novelty 2-in-1, 15 Orders, With Full Card, 56 Nos., 50 Bonus
5 Novelty 3-in-1 Games, 20 Orders to Each Novelty
2 Reg. Bingo Bonus Games, 10 Orders and 5-10 or 25 Bonus
5 Friendly Neighborly Games of 5 Mdse. Orders
5 Non-Winner Games for 5 Mdse. Orders
14 Novelty Book Games, Regular Bingos, Letter Games, Round Robin and Full Cards One Card 50c, 2 Cards 75c, 3 Cards 90c, 4 Cards $1.00. Additional Cards Over 4 10c Each. For Reservations Call 2-9996 Up to 6:15 P.M. After 6:30 P.M. Call 3-9783

G.A.R. BINGO HALL, 833 Walnut St.
120 GAMES TONIGHT -- 7:30 P.M.
20 FREE GAMES FOR YOUR CHOICE
REGULAR 100 GAME PROGRAM STARTS 8 P. M.
2 LADIES' GAMES, MEN'S GAMES — 5 MDSE. ORDERS EACH
Large Hams, Turkeys, Chickens, Steaks, Canned Hams
5 Pick-a-Letter for 2-3-5-10, 8 What's for Dinner?
One 4-in-1 Game for 3-3-5-10 Merchandise Orders
Don't Forget to Bring Your Stubs for Extra Drawings Tonite
FOR RESERVATIONS DIAL 3-8801 Before 4 P.M.—AFTER 5 P.M. DIAL 3-9001
RESERVED SEATS WILL BE LIFTED AFTER 7:15 P.M.
FIRST CARD 45c ALL EXTRA CARDS 10c EACH OR 6 CARDS FOR 95c

WAGON WHEEL SPECIAL – Sat. 7:45 P.M.
ROUTE 222 LANCASTER PIKE, WEST OF SHILLINGTON
10 — FREE GAMES — 10
MEATS, MDSE. ORDERS, GROCERIES
8 CARDS $1.00 — CHICKEN DINNERS TURKEYS — 2 LADIES' MEN'S GAMES
SUN. AFTERNOON 2 P.M. – EVE. 8 P.M.
Turkeys, Hams, Mdse. Orders, Chickens, Steaks, CHOPS, NOVELTY GAMES, DOOR PRIZES
8 Cards $1.00 — Be Lucky Seat Holder For Surprise

MEMBER OF THE PEOPLE'S CLUB
MATINEE AT GOODY'S BINGO
SATURDAY, FEB. 19TH
1:45 STARTING TIME — 618 COURT ST.
75 Large Games—35c Adm.—Extras 10c
2 LADIES' GAMES, MEN'S GAMES — CHICKEN DINNERS 8 to 10-lb. HAMS or 5 ORDERS

WEST LAWN FIRE COMPANY BINGO
EVERY SATURDAY—STARTING AT 7:45 P. M.
STEAKS, ROASTS, CHICKENS, MDSE. ORDERS
PICK-A-LETTER, 2-5-25 — PICK-A-NUMBER, 2-25
ROUND ROBIN, 45 for 38 — LETTER U, 17 for 25
A PROGRAM WORTH YOUR INVESTIGATING
First Card 45c, Extras 2 for 25c — Call 8-9568, 8-7464

9's—NEIN'S PENNY BINGO—1408 COTTON ST.
BACON & EGGS COMB.
3 CARDS, 2c — BUSHEL BASKET 62 NUMBERS

MEMBER OF THE PEOPLE'S CLUB
FRANCES' FUN FAIR ODD FELLOWS HALL 8TH AND FRANKLIN
SPECIAL SATURDAY MATINEE
100 GAMES—1:30 P. M.
HAMS – PICNICS – CHICKENS – ROASTS
Pick-a-Letter — Mdse. Orders — Meat Items — Your Choice
FIRST CARD, 25c (Incl. Tax); EXTRA CARDS, 10c—3-9096

SWAVELY'S SQUARE DEAL BINGO
34 N. 6TH ST. — WED., FRI., SAT., 8 P.M.
SPECIAL ALL-ORDER PROGRAM
ALL ORDERS OR YOUR CHOICE BINGOS
ADMISSION, 45c — EXTRA CARDS, 10c

SHILLINGTON A. A. BINGO
EVERY TUES. & SAT. NITE
90 GAMES — 53 MEAT ITEMS
22 New Holland Ave. — 7:45 P .M.

BINGO TONITE - 8 P. M.
St. John's R. C. Church
North Wyomissing Ave. and West Walnut St.
Shillington, Pa.

JOHNNY'S BINGO Womelsdorf, Pa. Fire Company Hall
Every Wednesday and Saturday Night

REHRERSBURG BINGO TONITE 7:45
MONTHLY AWARDS — Member — The Peoples Club

IXL 939A WALNUT ST. SATURDAY . . . 8 P. M.

PENNY BINGO Pottsville Pike, Berkley Market
2:30 to 6 — Sunday, 7:30
Special Games – Beef – Chicken – Ham

TRACE'S ROCKVILLE PARK On Route 73, Between Friedensburg and Royerstown
EVERY SATURDAY 8:00 P. M. AND SUNDTY 2:00 P. M.
BEEF ROAST AND STEAK DINNERS — HAMS
4 CARDS 50c — EXTRA CARDS 10c — 3 FOR 25c

BLANDON FIRE CO. BINGO
TONIGHT AND EVERY SATURDAY NIGHT, 8 P. M.

8:00 P. M. – HAMBURG – 31 N. 3rd St.
POP'S NOVELTY GAMES
—— BINGO SATURDAY NITE ——

EDDIE'S PENNY BINGO–7:45 P.M. TONIGHT
736 SCHUYLKILL AVE. — MEAT ITEMS, BACON & EGGS, MONTHLY DRAWING
BUSHEL BASKET, 51 NOS. — LETTER GAMES 5-5-5
6 CARDS 2c — LARGE COMB. — FREE GAMES — PHONE 4-7680

BERNVILLE BINGO
SUNDAY AFTERNOON AT 2 P. M.
FOR A SOCIABLE TIME

SMALLEST HALL IN BERKS
5 Baskets Groc. With Beef Roasts, Door Prizes.
EDNA'S BIG SUN. BINGO – 2 P. M.
15 lb. Meat in Jackpot—Pick No. 10 Hams, Large and Small Baskets Lunch, 3-10 lbs. Beef Roasts. Stay on Rt. 73, New Holland Rd. 1 Block Straight Past Furlow's Hotel. No Mud. Good Parking. Eats. Heat. Call Sun. 4-1238.

BIG PENNY BINGO — 716 FRANKLIN ST.
MATINEE 1:45 — EVES, 8 P.M.
Large Ham, Steaks, Roast Beef Comb., Other Large Items. 6 Cards for 2c

THE ABOVE DISPLAY of advertising is reduced from approximately one-half page in a recent edition of The Reading Times. Every Saturday, such a concerted advertising campaign screams for attention from everyone except the law enforcement officers and cover every conceivable angle of "Bingo" gambling.

Note the ad at lower left, calling for a special meeting of the People's Club of Berks County. This organization, composed of "Bingo" palace operators, recently came into being with the ostensible purpose of making sure that the "game" was played for entertainment only, not for cash prizes.

The "Bingo" question was recently discussed in an editorial in MOTION PICTURE EXHIBITOR, Feb. 16 issue, "The Strange Position Of Bingo." The question, in Pennsylvania at least, remains unresolved; the legality of the game itself remains open to question; and all that appears evident, at least until steps are taken by state governmental agencies to dispel the legal ambiguties that surround the "Bingo" problem, is that theatres are being subjected to competition which seems unfair.

The final disposition of what is admittedly a knotty problem remains an unknown factor. The exhibitor, plagued by lack of playable product, unreasonable rental terms, and the spectre of toll-TV, has another headache.

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

RKO Theatres seek approval of holders for a stock retirement (page 14).

Distribution

UA sets a record ad budget for 1955, aiming at bookings in every U.S. theatre (page 14).

IFE launches a playdate drive to honor three division distribution heads (page 17).

Allied Artists sets a record ad budget for four new films (page 17).

Exhibition

Steve Broidy, AA president, lays the blame for product lack on the nation's exhibitors at a meeting of Western Pennsylvania Allied (page 11).

Zenith raps theatremen as being alone in opposition to toll-TV (page 17).

Financial

U-I's income continues its rise (page 11).

A Stanley Warner spokesman states that "Cinerama Holiday" is doing better business than the first feature in the medium (page 17).

International

Famous Players showmanship campaign proves that the old stunts are still good; theatres participate in Canadian version of "Oscar" poll; some hope is seen for tax cuts in Alberta; international tariff and trade agreement is seen as ignoring the plight of the film industry; and 20th-Fox's Murray Siverstone reports a Latin American swing to CinemaScope (page 16).

Legal

Censorship takes another legal licking in Pennsylvania, while Ohio legislators work to find a usuable law (page 11).

The Pickford-Goldwyn suit over use of studio facilities starts (page 17).

Mel Konecoff

An Albany joke results in very little laughter; Kirk Douglas takes over the state capitol, his adopted home; more than 100 exhibitors and press representatives hear AA's bid for major status; AMPA is treated to a simulated MGM workshop; and other big-city doings are reported on at length (pages 10, 20, and 21).

Organizations

Outside support mounts in the exhibitor-led battle against toll-TV (page 11).

Leonard Goldenson and Robert Coyne carry the COMPO approved audience plan to Hollywood (page 14).

Production

Producer Robert Bassler discusses the pros and cons of overseas production (page 10).

U-I ups its production plans for 1955 to 34 productions (page 21).



In special ceremonies recently held in New York City, 20th-Fox president Spyros P. Skouras accepted from Dr. Daniel A. Poling an award for "A Man Called Peter," which has been selected as "Picture of the Month" for April by the Christian Herald and the Protestant Motion Picture Council. The presentation of the plaque was held in the executive offices of the film company.

NEW YORK
By Mel Konecoff

PREFACE: This "joke" is so "good" that we couldn't hold it until later in the story but just had to give it to you fast. New York City exhibitors will particularly appreciate this humor. While we were up in Albany, one of the legislative aids told us about the fun Governor Harriman and his aides had with the New York City legislative representative and Mayor Wagner over the recent bill that was passed which permits the city to keep the breakage collected along with the city admissions tax. They told them they were thinking of not signing because the bill was unconstitutional and when city officials were about ready to do something drastic Harriman signed it. Funneeeee.



KONECOFF

LAST WEEK we traveled to Albany to sit on the city's two-day celebration in honor of the homecoming of Kirk Douglas along with, coincidentally enough, the opening of his latest film, "Man Without A Star," a U-I release. He was accorded all kinds of honors.

We arrived in time to attend a cocktail reception and dinner given in his honor by the Variety Club of Albany which was attended by dignitaries, friends, relatives, and industryites. It was a touching affair as friends and associates as well as family were introduced and accorded their proper place in his rise to fame. His reply and credit to all concerned was heart warming and sincere and will long be remembered by those who attended the function at the Ten Eyck Hotel.

Not only were he and his talents recognized by the city which through Mayor Erastus Corning named the days in his honor and issued a scroll in proclamation, but also he was made a member of the Variety Club and inducted by Harry

(Continued on page 20)

BROADWAY GROSSES

(As of this Monday)

"The Glass Slipper" Fits The Bill

NEW YORK—Led by Radio City Music Hall, Loew's State and the Astor business in the Broadway first-runs perked up a bit over the weekend. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Battle Cry" (Warners). Paramount continued to hold up with $33,000 expected on the eighth week.

"Untamed" (20th-Fox). Roxy reported $12,650 for Friday, Saturday, and Sunday, with the third, and last, week down to $22,000.

"The Glass Slipper" (MGM). Radio City Music Hall, with stage show, opened to $100,000 for Thursday through Sunday, with the first week sure of a fine $155,000.

"The Country Girl" (Paramount). Criterion did $13,500 on the 15th week.

"On The Waterfront" (Columbia). Globe expected this replay to do $9,000 on the second week.

"Underwater" (RKO). Mayfair expected the seventh week to hold at $9,000.

"East Of Eden" (Warners). Astor reported a good $42,000 for the third week.

"Man Without A Star" (U-I). Victoria opened to a substantial $27,500 on the initial stanza.

"The Long Gray Line" (Columbia). Capitol dropped to $24,000 on the seventh week.

"Blackboard Jungle" (MGM). Loew's State continued to do sensational business with a sure $62,000 in sight for the second session.

Bassler Lauds Foreign Filming

NEW YORK—At a press conference last week, Robert Bassler discussed United Artists' first CinemaScope musical, "Gentlemen Marry Brunettes." Bassler, executive producer of the independent production, recently returned from Europe where the film was shot on location.

Bassler stated that his British and French production staffs were as good as their Hollywood counterparts, but difficulties arose due to lack of sufficient technical equipment. The insufficiency includes proper sound transcribing devices and even wide-screens for viewing the film while in production. Bassler went on to say that he believed the authentic settings of the film would aid in Continental audience attraction.

In regard to working in a CinemaScope medium, Bassler said he found it no more difficult than conventional filming and in actuality it created a superior overall production.

The question of toll-TV was brought up and the producer reasoned that it would have no effect on the industry since the average person will always prefer seeing a picture within a theatre among an audience, rather than viewing it on a TV screen. Certain pictures, particularly spectaculars, cannot possibly be appreciated when shown over television.

Broidy Blames Exhibs For Product Shortage

Western Pa. Allied Hears Rembusch Promise Three-Way Fight On Toll-TV, Hits Theatre Release Of TV Films

PITTSBURGH — Trueman T. Rembusch, chairman, Committee Against Pay-As-You-See TV, told the Western Pennsylvania Allied Motion Picture Theatre Owners' 33rd annual convention last week that the fight against toll-TV must be waged before the FCC, Congress, and the public. Speaking via a tape recording, Rembusch explained that the committee is not against toll-TV per se, but against the free use of the air waves by toll-TV.

Horace Adams, regional vice-president, Allied, upbraided the exhibitors present for being neglectful of the threat of toll-TV, and also spoke of a "monopoly of eight major companies bringing about a shortage of film and forcing exhibitors into deals."

Steve Broidy, president, Allied Artists, forcibly told the assembled exhibitors that the blame for the present product shortage must rest squarely with the exhibitors. He claimed that a few years ago, exhibitors said, "give us fewer pictures, but make them bigger and better," and that the studios took the cue. "As we all know," he continued, "not every picture that is planned as a blockbuster hits its mark." He defended the actions of the other major companies, who, he said, must be operated with the interests of their stockholders at heart. He predicted that if the companies are not supported now, product would become still shorter, and that soon deals will carry a 90-10 split with a floor of 50 per cent.

The convention resolved to avoid theatre screenings of films that had been released on television, following an announcement that "Davy Crocket," Walt Disney's telecast on ABC-TV, was being tailored for exhibition in the country's theatres. The delegates also voted to oppose the discrimination in the enabling act against state admission taxes and passed another resolution to fight toll-TV.

Charles R. Blatt was reelected president by the convention. Other officers reelected included Ray Woodward, vice-president; and Harry Hendel, secretary-treasurer. Directors elected were Ted Manos, Ernest Stearn, Fred Fisher, Geoge Tice, Rudy Navar, and Ted Grantz.

U-I Income Rising

NEW YORK—Universal Pictures and subsidiary companies made a net income of $1,136,928 during the quarter ending Jan. 29, 1955, after deducting $11,015,000 to provide for federal income taxes, it was reported last fortnight.

After dividends on the preferred stock, this is equivalent to $1.08 per share on the 998,349 shares of common stock outstanding at that date. For the 13 weeks ending Jan. 30, 1954, the company's earnings were $772,979, after providing for taxes of $800,000. This was equivalent to 70 cents per share on the 1,010,449 shares of common outstanding at the time.

Outside Support Mounting In Battle Against Toll-TV

WASHINGTON—An all-day session of the Pay-As-You-See TV last fortnight considered the FCC's request for information on toll-TV and also revealed that it has been joined by organizations with memberships estimated at more than one million, including business interests with millions of dollars which will be affected in various degrees.

Among the organizations opposed to toll-TV are the Hospitalized Veterans for TV Committee, organized by the New York chapter of the American Legion and spreading out through the country. The largest group, numerically, to support the Committee in its effort to stop toll-TV is the "Shut-Ins for free TV," recruited from the millions of viewers who are incapacitated or for other reasons confined to their homes or to hospitals. The "Downtown Boosters" has placed its nationwide membership behind the committee. It represents Chambers of Commerce, merchants, restauranteurs, night clubs, and other organizations dependent to some degree on the motion picture theatre to attract people downtown.

"Oklahoma" Bow Delayed

NEW YORK—The world premiers of "Oklahoma," first feature production in the Todd-AO process, has been switched from May to July, it was announced last week.

The premiere was delayed, it was said, because the picture took longer to make than had been anticipated, and also because it was thought wiser to open in July or August than in early spring. The Rivoli, New York, will probably remain closed until the "Oklahoma" run, partly because of the shortage of proper first-run product. The theatre is operated by United Artists Theatre Circuit. The lease on the theatre expires in two years, and UATC is at present negotiating for a 15-year lease from landlord Louis B. Mayer.

Mature To UA

NEW YORK—Arthur B. Krim, president, United Artists, announced last week that Victor Mature has formed an independent production company that will make six films for United Artists over a five-year period, with Mature starring in at least three of them.

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Penna. Censors Upset On Narcotics Picture

PHILADELPHIA—Mrs. Edna R. Carroll, chairman, Pennsylvania State Board of Censors, stated last week that pursuant to the rejection by the Board of the Narcotics film, "She Should 'A Said No," appealed by Hallmark Production, reversed, and appealed to the State Supreme Court by the Censor Board, Judge Edwin O. Lewis has issued the following court order:

"I have been informed by counsel for Hallmark Productions that a method of procedure has been worked out whereby the argument of appeal from my decision declaring the Pennsylvania Motion Picture Statute unconstitutional has been continued in order that the Commonwealth may attempt to draft and seek the passage of new legislation. Counsel for the Commonwealth and the motion picture distributor have stipulated that the supersedeas heretofore granted in the case shall be withdrawn. Under these circumstances, there can be now no stay of the operation of my decision. The Censorship Board should issue a seal of approval for the film, "She Should 'A Said No."

Mrs. Carroll has consistently maintained that the Board would not issue such seal of approval without a court order. With the order in hand, the seal must be issued.

"However," Mrs. Carroll continues, "this unique arrangement with counsel for Hallmark, Edwin P. Rome, indicates some conflict in Administration policies. In Senate Bill 237, introduced by Senators Dent and Bart, they sponsor legislation which will require the Board to reject films which are 'obscene or incite to crimes of violence or advocate the use of narcotics or habit forming drugs.' The Board rejected this evil film for those reasons."

The Democratic Censor Board recently named by Governor Leader have not been officially confirmed by the Senate.

Ohio Solons Debate Censorship; Rap Actions Of "Fast Buck Buys"

COLUMBUS, O.—The judiciary committee, Ohio House of Representatives, held the first hearings on the three bills for film censorship pending in that body last week.

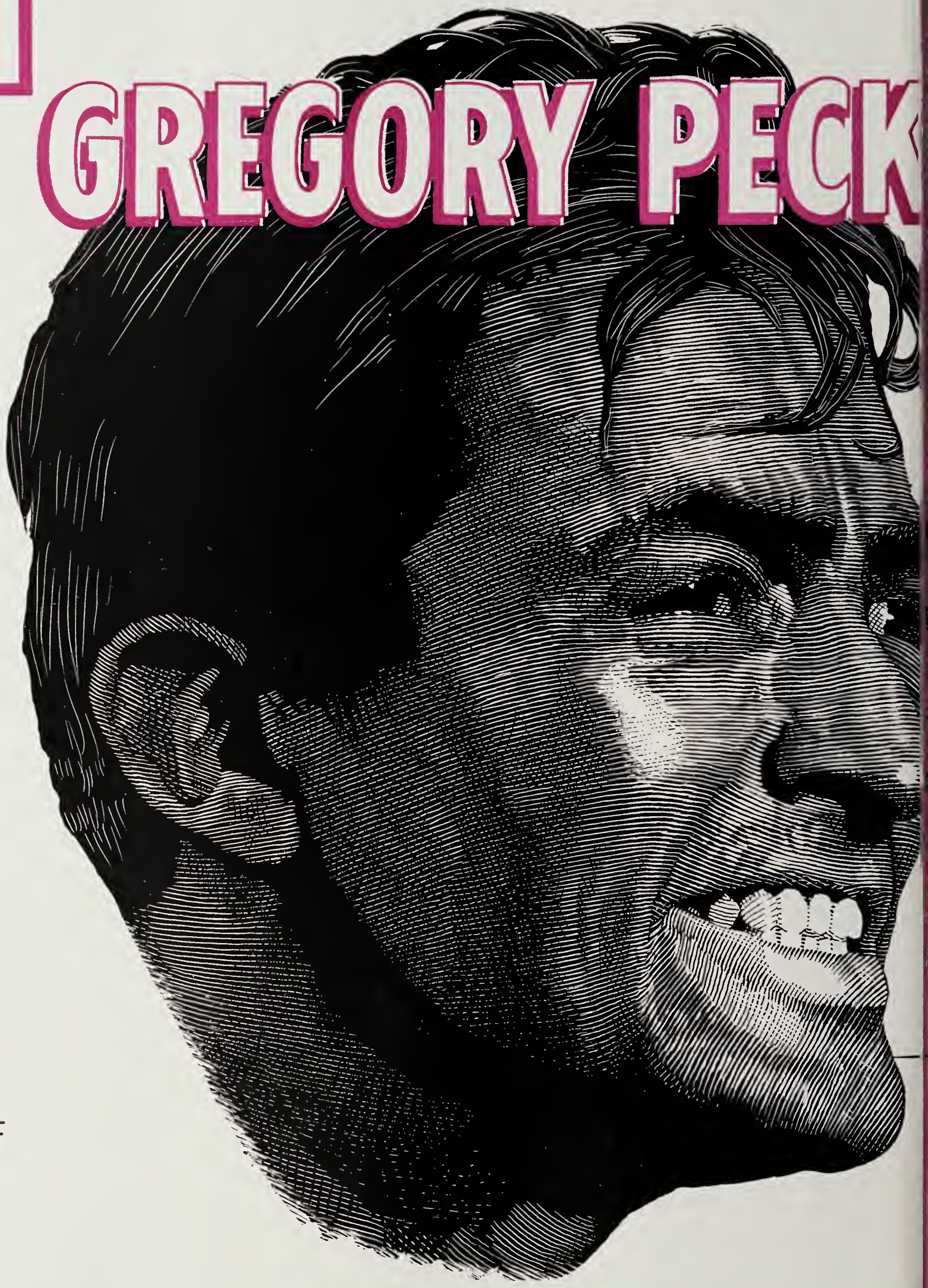
Representative Andrew Putka, Democrat, co-sponsor of one of the three bills, claimed that activities of "fast-buck boys" has increased the necessity for film censorship. He claimed that use of narcotics has increased in areas where "She Should 'A Said No" has been shown and pointed to the herald for "Mom And Dad" as an example of undesirable film advertising. He claimed that elimination of newsreel censorship had not reduced admission prices or lowered film rentals.

Other supporters of film censorship bills pointed out the courts have never closed the door on laws regulating films, and the committee chairman said that film censorship and comic book regulations are inter-related because of recent United States Supreme Court decisions.

the big news TODAY from UA

THE NEXT ATTRACTION AT THE CAPIT

GREGORY PECK



A GIANT PERFORMER ON THE SCREEN AND AT THE BOXOFFICE! IN HIS GREATEST PERFORMANCE SINCE "DAVID AND BATHSHEBA" AND "THE SNOWS OF KILIMANJARO"

"Should bring him another Academy Award Nomination!"—*LOUELLA PARSONS*

EATRE, N. Y.— BROADWAY'S HOUSE OF HITS

THE PURPLE PLAIN

xplosive, spine-tingling adventure
n the jungles of Burma —
THE PURPLE PLAIN" joins the
apitol's Hall of Fame that
ncludes "The African Queen,"
Moulin Rouge," "From Here to Eternity,"
The Caine Mutiny," "The Barefoot
ontessa," "Vera Cruz" and
The Long Gray Line"—
nd is in line to do the same
ind of business as these
ll-time greats!





introducing
WIN MIN THAN

COLOR BY
TECHNICOLOR

Screenplay by
ERIC AMBLER

Directed by
ROBERT PARRISH

Produced by
JOHN BRYAN

A J. Arthur Rank Organization Presentation

UA Sets Record Ad Budget For '55; Aims For Bookings In All Houses

Los Angeles—A three-day series of meetings of United Artists western division sales personnel, headed by division manager James R. Velde, last week heard Max E. Youngstein, vice-president, announce a record $6,000,000 ad-publicity-exploitation budget for the next 12 months.

Youngstein called the record outlay, topping the 1954 budget by $1,200,000 "a clear guarantee to exhibitors that every United Artists feature will be supported by the strongest ad-publicity-exploitation campaigns in our 36-year history. Every single feature will be backed by a tailor-made campaign that will guarantee the strongest possible long-range penetration both in key runs and smaller situations." Youngstein also promised that there would be a great increase in national merchandising tie-ins and co-ops.

William J. Heineman, distribution vice-president, announced United Artists' "Blueprint For Tomorrow," a selling program aimed at placing United Artists releases in every theatre in the United States and Canada in 1955. Heineman said that UA will release features during the next 12 months at an average of four a month. He pointed out that since 1951, when Arthur Krim took control, United Artists' grosses increased from $19,900,000 to $43,100,000 in 1954, making the company one of the industry's top suppliers of quality product.

The Los Angeles conclave will be followed by a convention at the Blackstone Hotel, Chicago, on April 1-3. The get-togethers are United Artists' first nationwide sales conventions since the 35th anniversary conferences last April and May.

RCA Does Record Volume

New York—Radio Corporation of America recently announced that it did a record volume of business in 1954, sales of its products amounting to $940,950,000. This figure is 10 per cent more than the previous all time high of $853,000,000, established in 1953, and was triple the volume of business done by the corporation only seven years ago, announced Brigadier General David Sarnoff, board chairman.

Net profit before federal income taxes in 1954 was $83,501,000, and after taxes, $40,525,000. This amounts to $2.66 per share of common stock. Figures for 1953 were $72,437,000, $35,022,000 and $2.77 per share.

Salesmen Talks Recessed

New York—Negotiations for a new agreement between the Colosseum of Motion Picture Salesmen and the distributors were recessed last week "on call" by J. R. Mandelbaum, commissioner, Federal Mediation and Conciliation Service.

Mandelbaum said that the negotiators will meet again at some time and place mutually acceptable to all parties.

Mandelbaum asserted that both sides felt that a little more time for additional exploration would prove very helpful. Former meetings in Chicago and Cincinnati have failed to solve the dispute.

Goldenson Audience Plan Carried To Hollywood Studios

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, and Robert W. Coyne, special counsel, Council of Motion Picture Organizations, were scheduled to leave for Hollywood last week to place before studio heads the COMPO-approved plan of audience development proposed by Goldenson at a recent meeting.

The plan calls upon Hollywood to produce more pictures for young people and to create more young stars, "with whom young people can grow up."

The studios are said to be especially receptive to the idea of building new stars at the present time, for they have been complaining lately that they are at the mercy of the agencies as regards major casting, and contract rosters are currently at a minimum.

Writers Honored

Hollywood—The screen writers branch of the Writers Guild of America recently gave its annual awards at a dinner dance attended by 1,000 members. The "Laurel Award for achievement," given to the writer who, through the years, has advanced the literature of the motion picture and has made outstanding contributions both to his industry and profession, was given to Robert Riskin, writer of such films as "It Happened One Night," "Mr. Deeds Goes To Town," "You Can't Take It With You," "Lost Horizon," "Meet John Doe," "Broadway Bill," and "Lady For A Day."

Billy Wilder, Samuel Taylor, and Ernest Lehman received the award for "best written American comedy, for Paramount's "Sabrina"; the award for best written American drama went to Budd Schulberg, Columbia's "On The Waterfront"; and best written American musical was won by Francis Goodrich, Albert Hackett, and Dorothy Kingsley, for "Seven Brides For Seven Brothers," MGM.



At a recent New York trade press conference, United Artists president Arthur B. Krim, at desk, announced the extensive series of independent production deals set by the company and which will add approximately 90 important features to the UA release roster in the next three years.

RKO Theatres Seek Stock Retirement

New York—RKO Theatre Corporation stockholders will be asked to approve the retirement of 583,977 shares of common stock, according to a proxy statement sent last fortnight announcing the annual meeting to be held April 8 in Wilmington, Del.

Retirement of the shares would give them the status of authorized but unissued stock, and would reduce the amount of issued capital stock from 3,914,913 shares to 3,330,936 shares, including 88,400 held under the stock option plan.

Effect of the retirement would be to reduce the amount of issued capital stock by $1 per share, or $583,977, to reduce the capital surplus by $2 a share, or $1,167,954, and to reduce the earned surplus for $3.347 a share, or $1,954,848.

Directors and officers of RKO Theatres last year received a remuneration of $258,091. Individual amounts paid included Sol A. Schwartz, president, $78,000; William W. Howard, $40,000; and Thomas F. O'Connor, $32,500.

All of the company's present directors will be proposed for reelection. They are Theodore R. Colborn, David J. Greene, Dudley G. Layman, Albert A. List, A. Louis Oresman, Edward C. Raftery, and Sol A. Schwartz.

GPE Profit Up

New York—General Precision Equipment Corporation reported last fortnight net sales for 1954 of $123,332,634 and profit after federal taxes and all other charges of $5,488,089, equal after preferred dividends to $6.49 per share on 797,121 average number of shares of common stock outstanding during the year. This compares with net sales in 1953 of $87,763,925 and profit of $3,436,349, or $5.09 per share.

Profit before federal taxes was $11,725,089 for 1954 compared with $7,840,349 in 1953. The sales and profits include those of Link Aviation, Inc., only from April 30, 1954, the date of its acquisition.

Get Them Out

New York—Newspapers should print more news to get people out of their homes, it is asserted in the 40th of the series of COMPO ads, which appeared in the Editor and Publisher last week.

Referring to a retail drygoods merchant who said that a theatre near his store had been of enormous help to his business because it attracted people to the neighborhood, the ad quotes him as saying: "That's what the paper should be doing. They should be influencing people to go out of their homes. They can do this by creating an atmosphere that there are a lot of interesting things going on downtown and that everybody should get out of the house and enjoy life."

Staub Producing Variety Film

Hollywood—Ralph Staub, producer-director-cameraman of Columbia's "Screen Snapshots" fame, who has made 777 short subjects in 25 years and has been three times nominated for Academy Awards, is now producing a two-reel subject for Variety Clubs International, it was learned last fortnight. The film will portray the "heart" activities of all of the Variety Club Tents.

Nothing succeeds like CINERAMA

On Sept. 30, 1952 when "This Is Cinerama" pioneered the motion picture revolution and gave the screen a new dimension inspiring the many technical improvements that have contributed to the re-birth of prosperity at the nation's box-offices, Cinerama assumed the well-known penalty of leadership. When a motion picture grosses $20,000,000 in only 14 theatres (9 runs continue) . . . when one engagement in New York plays to a gross of $4,500,000—*what can you do for an encore!*

Now that critics reports (see opposite column) and the early S.R.O. box office returns are in . . . this second Cinerama presentation: Louis deRochemont's "Cinerama Holiday"—provides proof it will be even more fabulous than the first.

With Cinerama's unique power to "put you in the picture"—to impart extraordinary emotional impact and the sense of actual physical participation by the audience—it is a writer's, director's, producer's dream.

Standard motion pictures in all aspect ratios come and go . . . but month after month in the great cities of our land . . . and in every world metropolis where we have opened . . . Cinerama defies all box-office experience; creating new patrons and reviving the interest in motion pictures of the "lost" audience. Thus Cinerama is not in competition with the established industry . . . but a new entertainment power . . . a once or twice a year deluxe show for the entertainment-loving millions of the globe.

S. H. Fabian

S. H. FABIAN President,
Stanley Warner Corporation

N. Y. Critics Acclaim

CINERAMA HOLIDAY

"Cinerama is able to take a sensational event and give it to you in terms that absolutely knock you for a loop! It is something the movies as we know them have never before shown. It is an overwhelming sensory reality!"
—Winsten, N. Y. Post

•

"A unique display of spectacle. A Dandy Show!"
—Crowther, N. Y. Times

•

"The best photographic process since Edison gave pictures movement!"
—Quinn, Daily Mirror

•

"★★★★"
(HIGHEST RATING)
—Cameron, Daily News

•

"Practically lifts audience out of seats. Terrific. Don't miss it!"
—Pelswick, Journal American

The fabulous record of "THIS IS CINERAMA"

New York 122 weeks • Detroit 96 weeks • Philadelphia 68 weeks Pittsburgh 59 weeks • St. Louis 51 weeks (These theatres now playing "Cinerama Holiday") Continued Runs "This Is Cinerama" • Hollywood 92 weeks • Chicago 80 weeks • Washington 67 weeks • San Francisco 60 weeks • Boston 59 weeks • Minneapolis 43 weeks • Cincinnati 36 weeks • Dallas 35 weeks • Montreal 10 weeks. Buffalo (Opened March 16.) Now playing in London, Osaka, Tokyo • Coming to Milan (April 9) Rome (May 1) Paris (May 17).

STANLEY WARNER CINERAMA CORPORATION; DIVISION: STANLEY WARNER CORPORATION

The International Scene.....

Canada

Showmanship Pays In Circuit Contest

TORONTO—Dan Krendel's highly successful campaign to put his managers on the showmanship train is paying off.

Each month the 18 managers in Dan Krendel's district, known as District "B" of Famous Players, are rated for their efforts on behalf of showmanship.

Just recently Dan announced the winners in his district. The district, it should be pointed out, is divided into two sections, making up those theatres which are larger, and the smaller theatres.

Group "A" first prize was taken by Mel Jolley, manager, Century, Hamilton, followed by Art Cauley, Paramount, Peterboro.

In Group "B," Olga Sharabura, Orpheum, Sault Ste. Marie, graces the winner's circle, while Len Gouin, Capitol, Peterboro, picks up second place.

Each week, the managers turn in to Dan examples of what they are doing in the way of promoting the pictures booked into their houses. They range from window displays to cooperative pages of advertising to street parades.

None of the stunts are new, according to Dan. They are just the old ones done over in a new fashion.

Canadian Comment

In Windsor, six theatres are holding their own "Oscar" race, inviting their patrons to fill out a list of selection of Hollywood winners on entry blanks. The entry blanks, which show six groups of Academy nominees, are being distributed by the Capitol, Tivoli, Park, Palace, Vanity, and Centre. The competition closes four days before the contest winners are announced. Prizes are passes.

A blow was struck at Saskatoon drive-in operators when City Council refused to revoke its recent decision to have the two ozoners located in the city collect amusement tax for the municipality. The drive-ins were incorporated along with other businesses when the city took over several fringe areas. The Council imposed the amusement tax regulation and a business tax rate of $1.25 per speaker placed. This compared with the previous rate of $2.

The fifth annual benefit show in aid of Variety Village was held by the Niagara Peninsula Theatre Managers' Association at the Palace, St. Catharines. Master of ceremonies for the occasion was Monty Hall, Toronto Variety Club. St. Catharines and district theatremen worked hard to make the show a success, with the local group comprised of Vern Marriott, Vern Hudson, Wilf LaRose, Harry Rosenberg, and Roy Miller.

Alberta exhibitors had their hopes raised when members of the legislative opposition introduced a motion to drop the amusement tax. The leader of the opposition contended that the tax was not an important source of income for the government in view of its large revenues from oil and other sources. He claimed that the tax, which brings the government about $1,100,000 annually, was a "holdover" from the times when the province had to seek revenue sources. He felt that abolition of the tax would encourage a great number of cultural activities. In Alberta the tax is scaled from one cent on admissions of 10 cents and under to 25 cents on admissions over $2.



Frederic March was interviewed by a radio reporter recently on his arrival in Spain to take over a starring role in Robert Rossen's "Alexander The Great," CinemaScope spectacle for UA release, being filmed on location in Europe.

Six theatres in Ontario have changed hands recently, it is reported by W. D. McPhee, assistant director, theatres branch, Board of Censors, Treasury Department of Ontario. Three of the transfers were in Toronto, where Luigi Cardone and Pietro DeNicolais have taken over Sonia Lipton's 460-seat Adelphi, and Rick Theatres, Ltd., has acquired the Brock and Kenwood. The latter company is headed by Fred Fink, who already operates the Astor and Gay, Toronto. New owners of P. Fingold's Capitol, Meaford, are E. D. and G. E. Rowe, while in Tecumseh, C. E. Foreman has acquired the 424-seat Rex, formerly owned by Ruth Hooper and Vance Hardy. James Harrison is operating the National Theatre Services' 225-seat Roxy, Walkerton.

CINE CHATTER: Communion breakfasts in Canada were scheduled for March 27. Breakfast and mass was set for Toronto, Hamilton, Montreal, and Saint John, N.B., while Windsor was to combine with Detroit. . . . The Victoria Times has adopted a scheme which The Telegram, Toronto, used, that of listing each week films suitable for children. . . . A thief stole seven reels of "Red Badge Or Courage" from the MGM exchange in Vancouver. . . . Owner of the Royce, Toronto, Won Chuck Yuen, pleaded guilty to a charge of having bolted exits and was fined $200. The charge was brought by the Theatres Inspection Branch of the Ontario Censor Board. . . . The National Film Board is currently shooting its first story film in Perth, Ontario. Purpose of the half-hour film is to explore the possibility of low-budget story-film making, either for the NFB's non-theatrical circuit or for release to TV. . . . TV sets now in use in Canada number over 1,200,000, according to the Canadian Radio and TV Manufacturers Association. . . . Shooting has begun on the Marilyn Bell film being made in Toronto by Meridian Productions with Julian Roffman at the megaphone. The film, a short, will run about 15 minutes. . . . Purchase of the 300-car Huntsville Drive-In, Int., has been made by Frank Giaschi from Cecil Hawn.



The recent Swedish premiere of 20th-Fox's "Desiree" at the Rigoletto was highlighted by the atendance of the King and Queen. Her Majesty is seen being escorted to her seat by Mr. Nygren.

Tariff Pacts Seen As Ignoring Film Plight

WASHINGTON—The General Agreement on Tariffs and Trade, agreed to last week in Geneva, failed to make two changes requested by the motion picture industry.

The Motion Picture Export Association had requested that State Department negotiators in Geneva should seek changes in the agreements that would permit the use of screen quotas to protect infant industries only, and that import quotas to protect the balance of trade of a country should not be used against motion pictures.

The industry claimed that many countries were putting quotas on the importation of films not to protect their balances of trade, but to protect their film industries.

One other provision in the new agreement might harm the motion picture industry. It is the provision which allows underdeveloped countries to use import quotas to protect infant industries or industries going through a difficult financial period. The language of the provision is slightly broader than before, although it is conceded that if a strict construction is put upon the word "underdeveloped," no trouble should ensue.

Argentina

BUENOS AIRES—A swing to CinemaScope exhibition and film production in Central and South America stimulated by the outstanding success of "The Robe" and other films was disclosed last week by Murray Silverstone, president, 20th-Fox's International Corporation, in a cabled report to president Spyros P. Skouras. Silverstone disclosed that here alone "The Robe" has returned a rental figure of $500,000 (6,750,000 pesos) as it completes its first year at the Broadway. Meeting with government officials, leading theatremen and film producers in eight countries, Silverstone revealed that installations are past the 800 mark and that this figure is expected to double by the end of the year.



IFE recently launched its "3-24-55 Sales-Playdate-Collection Drive" with $25,000 in prize money as a testimonial to, left to right, Alex Cooperman, western division manager; Seymour Schussel, eastern division manager; and Glenn Fannin, central division manager, it was announced.

IFE Playdate Drive Honors Division Heads

NEW YORK—IFE Releasing Coropation's "3-24-55 Sales—Playdate—Collection Drive," with $25,000 in prize money, began last week, announced Bernard Jacon, vice-president in charge of sales. "The drive," he stated, "is a testimonial to our three new division managers Seymour Schussel, eastern division; Glenn Fannin, central division; and Alex Cooperman, western division.

"This drive offers a dramatic means," he continued, "to emphasize to our many exhibitor friends the strength and diversity of IFE films which makes them outstanding entertainment for all types of theatres and drive-ins."

Pointing out the drive's many unique features Jacon said, "The title indicates more than the opening date. All the figures have additional significance. The '3' refers not only to the three new division managers, but also indicates the three eight-week heats encompassed by the drive. Last, and perhaps most important, it stands for the three prizes that will be awarded within each of the three heats. This gives every sales representative and sales office an equal opportunity to take the big money not once but three times.

"The '24,' of course," he went on, "is the opening day of the first heat and also the total number of weeks that the drive will last. And '55' refers to 1955, IFE's banner year, a cornerstone for a greater year in 1956."

Theatremen Rapped By Zenith

CHICAGO—The annual report of Zenith Radio Corporation, devoting three pages to a description of the expected company benefits from toll-TV, last week told company stockholders that "movie theatres represent the only segment of the entertainment industry that has openly opposed toll-TV."

The report went on to state that movie producers have not joined the committee against toll-TV and that "numerous far sighted motion picture exhibitors are applying to Zenith for franchises to operate Phonevision in their local areas."

112 Theatres Have TV

NEW YORK—Nathan L. Halpern, president, Theatre Network Television, reported last week that 112 theatres throughout the United States have installed equipment for closed circuit television.

Pickford-Goldwyn Suit Starts

HOLLYWOOD—The Pickford-Goldwyn suit, in which Mary Pickford seeks approximately $500,000 from Samuel Goldwyn on the grounds that he used and rented their jointly held studio for six years without making an accounting, and in which he seeks the same amount on the grounds that she did not contribute her share to the maintenance of the studio, went to trial last week.

Richard Polimer, Pickford vice-president, and Edward Stotsenberg, CPA, were the principle witnesses. The trial was expected to run for 15 days.

Republic Loses Court Fight

NEW YORK—New York Supreme Court Justice Matthew M. Levy ruled last fortnight that there cannot be an attachment on an attachment, and denied motions by Republic and Bernard Reich, California attorney, to restrain the sheriff of the City of New York from returning monies attached by Horizon Enterprises, Inc., in the latter's suit against United Artists.

It is expected that the Republic and Reich actions will be cancelled, but the Horizon suit against United Artists will remain.

"Cinerama Holiday" Nears Million Dollar Gross Mark

NEW YORK—"Cinerama Holiday" will reach the million mark in grosses within a few days. This was the announcement last week of a Stanley Warner spokesman. The latest Cinerama attraction, which is now running in New York, Pittsburgh, St. Louis, Detroit, and Philadelphia, was reported to be ahead of its predecessor, "This Is Cinerama," in advance ticket sales for a comparable period of time. This fact can be attributed in part to the greater efficiency in handling mail-order business.

As to the actual impact of Cinerama on the public, the spokesman stated that "Holiday" is not only drawing people who have not seen a Cinerama presentation previously but also people who saw the first Cinerama entry. It was pointed out that a Cinerama house has a 150 mile radius to work with and large groups of people have come longer distances.

At present there are 15 cities within the U.S. and one in Canada showing Cinerama subjects. By May 15 there will be Cinerama houses in Tokyo, Osaka, London, Milan, Rome, and Paris.

Record Ad Budget Set For Four AA Films

HOLLYWOOD—Allied Artists will spend $700,000 on advertising, the biggest appropriation in its history, for four films to be released between now and July 1.

The pictures set for intensive merchandising are "The Big Combo," "Seven Angry Men," "An Annapolis Story," and "Shotgun," each of which will be given a wide-scale launching with saturation bookings.

The $700,000 ad budget will be allocated to newspaper, trade publication, television, and radio advertising, according to John C. Flinn, director of advertising and publicity.

The first to go into release is "The Big Combo," starring Cornel Wilde, Richard Conte, Brian Donlevy and Jean Wallace. It has been set to open on March 24 at the Paramount and Fenway, Boston, flagship houses in a New England saturation booking involving more than 100 theatres.

Involving a 115-theatre saturation booking in the Kansas-Missouri area, "Seven Angry Men," starring Raymond Massey, Debra Paget, and Jeffrey Hunter, will be launched in Kansas City and St. Louis in conjunction with the world premiere of the film on March 30 at Osawatomie, Kans., where John Brown engaged in his first battle with proslavers.

On May 8, "Shotgun," in Technicolor and starring Sterling Hayden, Yvonne De Carlo, and Zachary Scott, will be kicked off with saturation openings in the "A" houses in the Interstate Theatre Circuit, in addition to 150 other theatres in Texas, New Mexico, and Oklahoma.

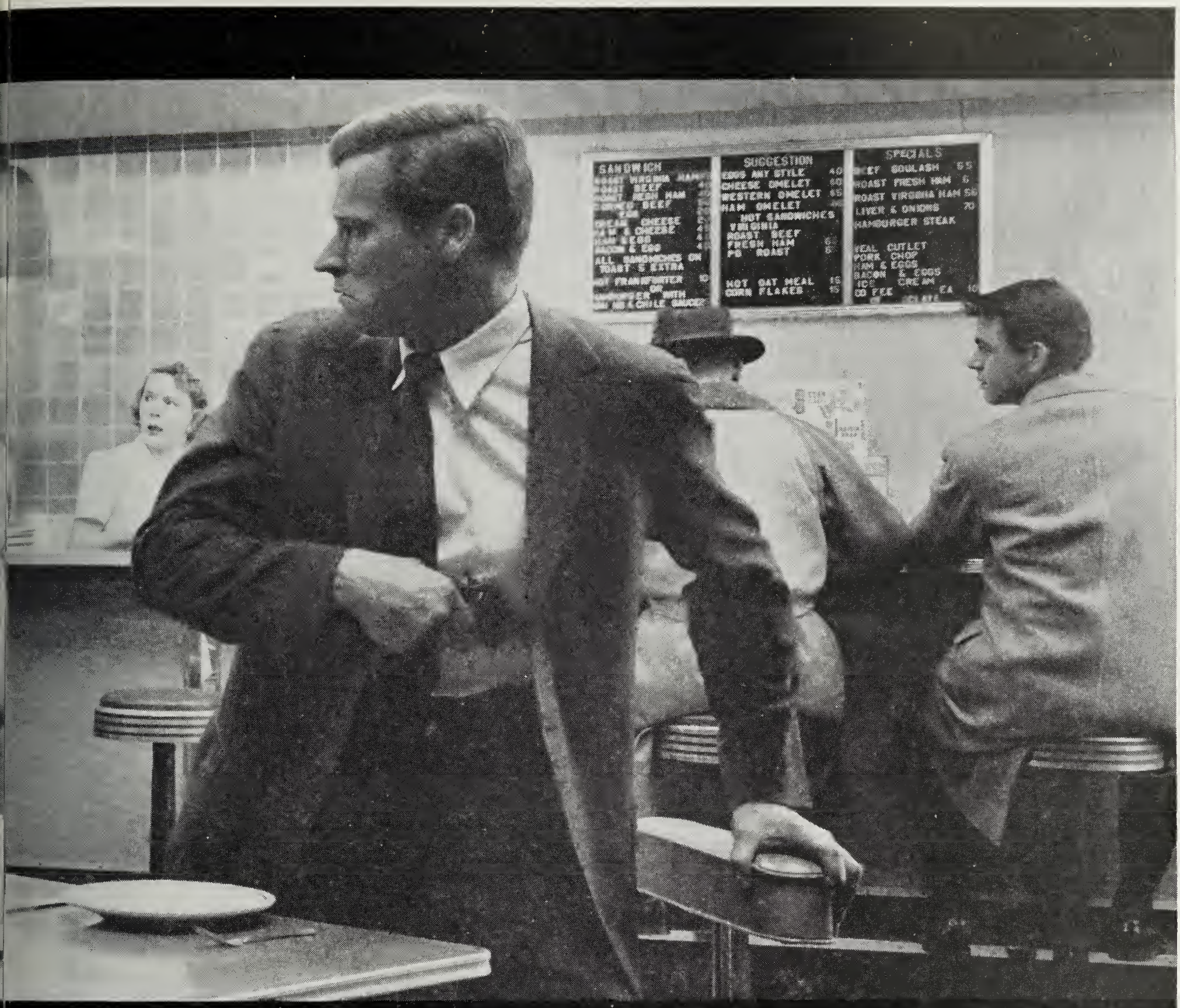
Plans now, according to Flinn, are being formulated for a world premiere and the simultaneous multiple theatre opening for "An Annapolis Story," also in Technicolor, and starring John Derek, Diana Lynn, and Kevin McCarthy.

Body Battle Ends

NEW YORK—RKO announced last fortnight that Lyn Jones had discontinued, with prejudice, her suit against the company, in which she charged that RKO had used an illustration of her body in advertising "Underwater." This action was taken by Miss Jones after RKO had filed a motion to dismiss her suit, based upon affidavits showing that her charges were without foundation. No money was paid to Miss Jones nor was there any settlement of any other kind involved in the discontinuance.



Drama in a diner



cause-and-effect in an eye-span

ODAY wide-angle, big-screen entertainment compresses whole chains f events into the sight span of the human eye . . . offers, thereby, reater scope for producer and director—better entertainment for the udience. This has meant new problems, of course . . . new problems production, processing and projection . . . problems which the Eastman echnical Service for Motion Picture Film is daily helping the industry solve. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division	*Midwest Division*	*West Coast Division*
42 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N.Y.	Chicago 2, Illinois	Hollywood 38, California

Konecoff

(*Continued from page* 10)

Lamont, former chief barker and prominent exhibitor. Also aboard the dais that night were Mrs. Lamont, Judge George Myers, toastmaster, Mayor Corning, George Schenck, chief barker, Mrs. Schenck, Julius Perlmutter, ex-chief barker and dinner chairman, and his wife. The proceedings were duly photographed and recorded by station WPTR (Leo Rosen, general manager, free plug), with Ken Parker overseeing the waxing for later use by the station.

The next morning, we had breakfast with Douglas, who was thrilled by everything that was happening to him. This was his first personal appearance tour and so enthused was he that he thought every actor should make them from time to time to see how wonderfully illuminating it can be to get opinions and reactions from the public. In this particular case, he has a special interest in seeing that business builds for the film since he owns 50 per cent of it and he believes that this type of arrangement is better for the actor as well as the distributor since he puts more into his work if for no other reason than a selfish one, and the results should be higher.

On May 15 he expects to start filming "Indian Fighter" in CinemaScope and in Technicolor, the first of a six-picture deal with United Artists. Also, the near future should see him going into "The Life Of Van Gogh" for MGM. The budget on "Indian Fighter" will be $800,000, which does not include his salary. Douglas expects to get into production activities himself, and eventually he hopes to direct some films.

He had words of high praise for U-I, which he termed a most alert, wide-awake studio staffed with young, efficient, and able executives. He also thought that it was one of the top companies when it came to promoting and merchandising pictures.

Other Douglas thoughts were CinemaScope is wonderful for action pictures, but any process can enhance a film depending on the subject. . . . Movies can do more for the stage, and actors should be encouraged to return to the boards even if only for a limited engagement. . . . TV is a tremendous medium and one of the best things that has happened to the movies since it demonstrated that movies are better than ever. It's also a good source for actors, directors, etc. . . . He doesn't know enough about toll-TV to express an opinion. . . . He would like to do a comedy film if the right story could be found.



Reporters recently attended a press interview called by Robert K. Shapiro, managing director, New York Paramount, and heard Frank LaGrande, Paramount eastern technical head, explain where proscenium reconstruction is taking place to accommodate a giant screen for VistaVision horizontal double-frame projection. The group is seen on the Paramount stage.

Afterwards, we tagged along to the Capitol where he was introduced at a session of the N. Y. State legislature, and then he met the Governor and other state officials. Appearances were scheduled at the Strand and Troy, Troy, N. Y., where the picture was scheduled to play that day. Albany will long remember Douglas and we are sure that he won't forget his two days in that city.

Sidelights: Bucky Harris, U-I field man, did a wonderful job in setting up all of the appearances, following through on the schedule, etc. . . . Exhibitor Neil Hellman and Allen Iselin run a fine motel, the Mount Vernon, on the outskirts of the city, as well as a number of theatres. . . . Phil Gerard, publicity manager, and staffers Milt Livingston and Paul Kamey guided press representatives in fine fashion so that all angles were covered resulting in detailed coverage.

EXHIBITORS LISTEN: Over 100 exhibitors and members of the press attended a luncheon meeting last week at Toots Shor's, hosted by Allied Artists, wherein the present and future plans of the company were discussed by executives of the company.

Leonard Goldenson, president, United Paramount Theatres-American Broadcasting, introduced William F. Rodgers, special adviser to the company, and Steve Broidy, president, after urging all the support possible on the part of exhibitors and exhibition to assist company executives in the outstanding job they are trying to accomplish. He opined that AA has had trouble in breaking through the magic circle surrounding the eight major companies, and unless exhibition encourages such organizations and independents, exhibitors will find they are doing a great injustice to themselves. Competition, he went on, is a necessity or exhibitors will find themselves giving all of their gross above expenses to distributors with no profit remaining.

Rodgers thought the company was headed in the right direction and it is forging ahead on solid ground. Allied Artists is anxious to conduct business on an equitable level.

Broidy, noting that the company was celebrating its 25th year in business, reported that breaking through the "magic circle" was always in the minds of guiding executives. They tried it 10 years ago and while exhibitors were willing to listen, they wouldn't disturb their relationship or playing time given the majors. At present with the cry for additional good product, the company stands ready once again to come forth with needed quality product if exhibitors desire same. The company intends spending about 25 millions on films over the next 16 or 17 months, but exhibitors must indicate their willingness to support the program by giving up a proper share of theatre playing time.

He outlined some of the top product that is presently ready for theatres as well as those to be made in the future, which include a William Wyler production starring Gary Cooper which will roll July 15 or Aug. 15; a Billy Wilder film will start in November with top names in the cast; a John Huston picture, with Humphrey Bogart, will go in January; and a Jose Ferrer film, "The Matador," will be started Sept. 15 or Oct. 15.

Ed Morey, vice-president, opened the proceedings, and at the head table were also Norton Ritchey, Alfred Crown, John C. Flinn, Roy Brewer, Earl Revoir, Lloyd Lind, and Harry Goldstein.

THE LION ROARETH: Associated Motion Picture Advertisers last week at a meeting were treated to a facsimile of MGM Ticket-Selling Workshop presided over by Mike Simons, in charge of customer relations, and aided by Emery Austin, exploitation manager. Thus far, 11 meetings have been held around the country attended by about 3,500 exhibitors, and it is expected that 13 more will be held before June. Simons thought that the meetings have resulted in better showmanship, increases in attendance, and improvement in morale.

It has been established that theatremen should pay closer attention to the 13-year-old who can be developed into a theatregoer at that stage or a non-patron, and that they influence family attendance greatly. Circuits have recognized this and are following through. Older people, too, have money to spend on recreation, especially in the smaller towns, and theatres should woo them into theatres to which they will return again and again. Details on local merchant tieups and their value were also enumerated.

(*Continued on page* 21)

This Was The Week When.....

IFE and the Knights of Columbus concluded arrangements for specialized theatrical and non-theatrical national distribution of "The Secret Conclave," American language religious film. . . . James Cagney began a ten city tour on behalf of Paramount's "Run For Cover." . . . A special screening of "Sabaka" was held for officials of the Indian Consulate and the United Nations delegates of India. . . . Fred Schwartz, president, Distributors Corporation of America, announced the acquisition of "Animal Farm." . . . 20th-Fox's "Daddy Long Legs" was set for a charity premiere in London, June 6, at the Carlton.

Moe Kerman, president, Tudor Pictures, announced the purchase of United States distribution rights to "Heartbreak Bridge" from MGM. . . . Jean Hersholt arrived in Europe to start his nine nation tour on behalf of Paramount's "Run For Cover." . . . The American premiere of "Chandra," India's first million dollar feature, was set for April 1 at the Little, Washington. . . . Doris Day was announced as the winner of the "Golden Script" award, to be given to her April 2 in New York. . . . MGM announced the creation of a special float for its national release of "The Prodigal."

In The Newsreels

IN ALL FIVE:

Mexico City, Mexico: Pan American games.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 26) Hawaii: Lava from volcanic eruptions pours to sea. Italy: Landslip wrecks village. Germany: Tanker launched. Nevada: A-bomb tests. New York: Duquesne beats Dayton. Canada: Montreal hockey fans riot. Australia: Surf-riders,

NEWS OF THE DAY (Vol XXVI, No. 260) Spain and Germany. Record snows. San Francisco and Germany: New additions to zoos. Japan: War dead returned. England: New giant tank. Kansas City: Basketball title won by San Francisco. Italy: The race of the year, lean vs. plump ladies.

PARAMOUNT NEWS (No. 63) Nevada: A-bomb tests. Canada: Secretary of State Dulles in Ottawa. Canada: Toronto-made planes for the U.S. San Diego, Cal.: First Marine Division home from Korea. New York: Duquesne beats Dayton.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 658) Nevada: A-bomb tests. Bakersfield, Cal.: Uranium rush. Northridge, Cal.: "Patsy" awards to animal stars. Japan: War dead returned. England: New giant tank. Kansas City: Basketball title won by San Francisco.

WARNER PATHE NEWS (Vol. 26, No. 65) Nevada: A-bomb tests. Japan: War dead returned. Italy: Mrs. Roosevelt in Rome. India: Ex-King of Cambodia visits New Delhi. New York: Duquesne beats Dayton. Australia: Surf-riders.

IN ALL FIVE:

Mexico: Pan American games. California: Air Force's new guided missle.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 25) Washington: President Eisenhower's press conference. Washington: Yalta documents made public. New York: St. Patrick's Day parade. Italy: Verona horse fair. France: Cross country motorcycle race.

NEWS OF THE DAY (Vol. XXVI, No. 259) Washington: President Eisenhower's press conference. Washington: Yalta documents made public. Washington: New home for penguins. New York: Commuters ride as "pigs."

PARAMOUNT NEWS (No. 62) Washington: New home for penguins. New York: Friars honor Martin and Lewis.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 657) New York: St. Patrick's Day parade. France: Greatest hock shop. Oakland. Cal.: Custom car show California: Gals boycott "boy" cuts.

WARNER PATHE NEWS (Vol. 26, No. 64) Washington: President Eisenhower's press conference. Washington: Judge Harlan gets seat on Supreme Court. Chicago: Disabled vets combine art with courage. Israel: Tel Aviv gay for Purim festival. Australian Alps: Ski meet.

NATIONAL LEGION OF DECENCY

March 24, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Rage At Dawn" (RKO); "Stranger On Horseback" (UA); "Cinerama Holiday" (SW-deRochemont); UNOBJECTIONABLE FOR ADULTS: "Creature With The Atom Brain" (Columbia); "Escape To Burma" (RKO); "Green Magic" (IFE); "The Looters" (U-I); "Leonardo da Vinci—'The Last Supper'" (Eternal); OBJECTIONABLE IN PART: "Big House, U.S.A." (UA); "Cell 2455, Death Row" (Columbia); "Hell's Island" (Paramount); "Hit The Deck" (MGM); "Love In The City" (Italian-made) (IFE); "Too Young For Love" (Italian-made) (IFE); "Untamed" (20th-Fox); CONDEMNED: "Karamoja" (Hallmark).



A surprise cocktail party was recently tendered Alfred E. Daff, U-I executive vice-president, by studio executives to mark his 35th anniversary with the company. Seen, left to right, are N. J. Blumberg, chairman of the board; Daff; Edward Muhl, vice-president in charge of production; and David A. Lipton, vice-president, at the party held in the studio commissary.

Konecoff

(*Continued from page* 20)

Austin reported that the meetings thus far have shown the exhibitors are in favor of them and the part that the company field force plays in the operation. The aid to be found in the pressbook long neglected was also noted, and cooperation from newspapers, which are allowing more space to films, should be solicited. Radio, TV, tours by personalities, trailers, and accessories were treated.

David Bader, AMPA president, presided.

THE METROPOLITAN SCENE: The Todd-AO film version of "Oklahoma" gets a four-page plug in the latest issue of Look. . . . William Campbell, co-star in U-I's "Man Without A Star," was on hand for the film's opening at the Victoria for autographs and giveaways. . . . A fine brochure is being distributed at opinion-maker screenings in 60 cities on "A Man Called Peter." . . . Good pressbook out on "A Man Called Peter" and okeh editions out on "The Purple Plain" and "Cult Of The Cobra." . . . Ernie Emerling, Loew's, has prepared an extensive campaign for ballyhooing MGM's "Blackboard Jungle" in circuit houses. . . . A super-duper pressbook with 36 pages of sock material (Jane Russell's on almost every page) is out on "Underwater," with photos of 40 exhibitors and/or publicists presenting selling aids. . . . Writer Max Weinberg is back from Rome after completing dialogue direction for two feature films, as well as the English scripts . . . A good mailing piece is out by U-I on "Revenge Of The Creature," which pops up and can scare the he-- out of kids. . . . Okeh pressbook is out on "The Country Girl."

U-I Ups Production Plans To 34 Films

NEW YORK—Universal-International will further increase the number of its feature releases during the current calendar year to meet the demands of the present market, it was indicated last week as Charles J. Feldman, vice-president and general sales manager, announced the company's releases for the four months of May, June, July, and August.

Last December, Feldman announced that the company would increase the number of its feature releases from th 28 of 1953-54 to 32 for the current calendar year. Indications now are that U-I will put a total of 34 features into release during the current 12-month period.

The pictures set for May to August release include the pre-release of "The Shrike," the film version of the Pulitzer Prize play starring Jose Ferrer and June Allyson. Twelve pictures will be released during the four-month period, half of them in color, one in 3-D, and two in CinemaScope.

Set for release during May are "Revenge Of The Creature," in 3-D and starring John Agar and Lori Nelson; "Cult Of The Cobra," starring Faith Domergue, Richard Long, Marshall Thompson, and Kathleen Hughes; and "The Looters," starring Rory Calhoun, Julie Adams, and Ray Danton.

June releases will be sparked by "This Island Earth," in Technicolor, starring Jeff Morrow, Faith Domergue, and Rex Reason, and will include "The Man From Bitter Ridge," in color, starring Lex Barker, Mara Corday, and Stephen McNally, and "Abbott And Costello Meet The Mummy."

July's outstanding release will be "Foxfire," in Technicolor, starring Jane Russell, Jeff Chandler, and Dan Duryea; "Ain't Misbehavin'," in Technicolor, starring Rory Calhoun, Piper Laurie, Jack Carson, and Mamie Van Doren; and "The Purple Mask," in CinemaScope and color, starring Tony Curtis and Colleen Miller.

Releases for August will include "Francis In The Navy," with Martha Hyer sharing starring billing with Donald O'Connor; "The Private War of Major Benson," in Technicolor, starring Charlton Heston and Julie Adams; and "One Desire," in Technicolor, starring Anne Baxter, Rock Hudson, and Julie Adams.

About People

NEW YORK—Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, last week announced the appointment of Robert L. Quinn as western field representative, with headquarters in Denver. Quinn goes to the Denver assignment from the position of western division manager and advertising director, Stanley Warner Theatres, which he has held for the past two years.

NEW YORK—The appointment of Barbara Winters as director of trade press publicity for Magna Theatre Corporation was announced last week by Nicholas John Matsoukas, national director of advertising, publicity, and exploitation.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising



A ballyhoo that created more attention than anything dreamed up recently was this flat-bed float on MGM's "Blackboard Jungle," Loew's State, New York City. Featured were a pair of teen-age jivesters doing their stuff to the tune, "Rock Around The Clock." It visited junior high schools, vocational schools, etc. Jim Bruno, theatre manager, was responsible for the attractive stunt.

Clothing Tieup Aids 20th-Fox's "Raleigh"

NEW YORK—National magazine advertising, extensive TV and radio advertising in over 90 key cities, and full-scale local level exploitation are features of a major tieup set by 20th-Fox on "Sir Walter Raleigh" with Raleigh Clothes, leading men's wear manufacturer, it was announced last week.

The massive advertising, publicity, and exploitation program, launched while the swashbuckling adventure drama still is in production and fully five months in advance of its national release, will achieve an audience penetration in excess of 40 million via principal avenues of contact with the public.

Introducing a film-inspired line of men's suits and coats, Raleigh Clothes will theme its magazine and newspaper ads around the Charles Brackett production. Letters to thousands of department stores and specialty stores announcing the tieup are being sent by Raleigh, and company sales representatives are giving merchants a first-hand description of the promotion. In the coming months, ads on "Sir Walter Raleigh" will appear in leading men's magazines, consumer publications, and trade journals in the clothing field.

Special material for window and in-store displays are being readied to facilitate storewide film campaigns; while merchants are being encouraged by Raleigh to set local level campaigns with exhibitors as soon as playdates have been finalized.

Raleigh also will supply dealers with special newspaper mat advertisements and publicity material for local newspaper planting. Another key segment of the campaign will be the setting of important national and local contests with Raleigh suits as prizes.

Closer to the release of the CinemaScope production, Raleigh will sponsor a private showing of the film in New York for magazine and wire syndicate writers, fashion editors, and TV and radio personalities. The screening will be preceded by cocktails and a buffet supper.

"Burma" Hits Fan Mags

NEW YORK—"Escape To Burma" RKO's second Superscope release, will receive a concentrated advertising campaign in national fan magazines in early April, timed for Easter release of the Benedict Bogeaus production, it was announced recently by Walter Branson, world-wide sales manager. All ads for the film will be full-page, with four-color layouts predominating.

The four-color advertisements will appear in Photoplay, Motion Picture, Movieland, Modern Screen, Screen Stories, Movies, Movie Stars' Parade, and Movie Life.

"To Paris" Via Scooter

NEW YORK—The Lambretta Company, manufacturers of Italian motor scotters, has tied in on a nation-wide basis with Alec Guinness' first Technicolor comedy, "To Paris With Love," it was announced last fortnight by Frank Kassler, president, Continental Distributing, Inc.

In the film, Odile Versois, drives around Paris on a Lambretta bike. The Lambretta firm, whose headquarters are in New York City, are using a still of Miss Versois and Guinness in its national tie-in.



In connection with the New York premiere of 20th-Fox's "Untamed," Roxy, a display of rare and authentic African art and sculpture was arranged at the theatre. Looking at the display are William Moclair, left, managing director of the theatre, and Ladislas Segy, foremost authority on African art in the U. S. The exhibit is valued at $10,000.

UA Sets $1,000,000 For "Stranger" Bally

LOS ANGELES—A $1,000,000 budget for advertising, publicity, exploitation, and promotion, the largest ever appropriated for a single motion picture released by United Artists, has been set for Stanley Kramer's "Not As A Stranger," it was announced by George J. Schaefer, general sales representative, Stanley Kramer Pictures, and Max E. Youngstein, vice-president, United Artists.

The joint announcement came at the three-day meeting of United Artists' sales executives in Los Angeles. At the sales sessions, the film was given its first screening for the UA chiefs and specially-invited exhibitors.

The $1,000,000 campaign will be launched in April, approximately four months before the release of the picture.

With a special group of exploiteers already in the field to begin the concentrated publicity effort from coast to coast, the advertising campaign will get under way next month with full-page ads in key-city newspapers, followed by five 500-line ads at the rate of one a week in every important newspaper in the United States.

The record campaign will encompass national magazines, women's magazines, fan magazines, full-page newspaper ads, 24-sheet billboards in every exchange center in the country, and one of the heaviest cooperative-advertising campaigns ever utilized, with full-page ads set for each situation prior to key openings.

Multi-page magazine ads in full color will be taken in Life, Look, Saturday Evening Post, and Collier's and there will be full-page ads in the Ladies Home Journal, This Week, Redbook, True Story, and the full list of motion picture fan magazines. Ads also will be placed in such "class" magazines as Saturday Review. Harpers, The Nation, and in all important medical journals.

During the entire month of May, a new concept in billboard advertising will present "Not As A Stranger" in more than 4,000 locations in every area. The billboards to be used in civic centers and along highways are a new creation treated with a luminescent process that makes signs glow as if electrically-lit.

"Command" Gets Service Assist

WASHINGTON—Paramount and theatre operators throughout the country will receive the cooperation of the United States Air Force on national and local levels in the promotion of "Strategic Air Command," according to a special directive issued here by the Department of the Air Force last week.

Under the USAF directive, issued by General Brooke E. Allen, USAF Director of Information Services; all commands are authorized to furnish equipment displays, Air Force personnel, bands, etc., when requested by local theatre operators.

PHYSICAL THEATRE



Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

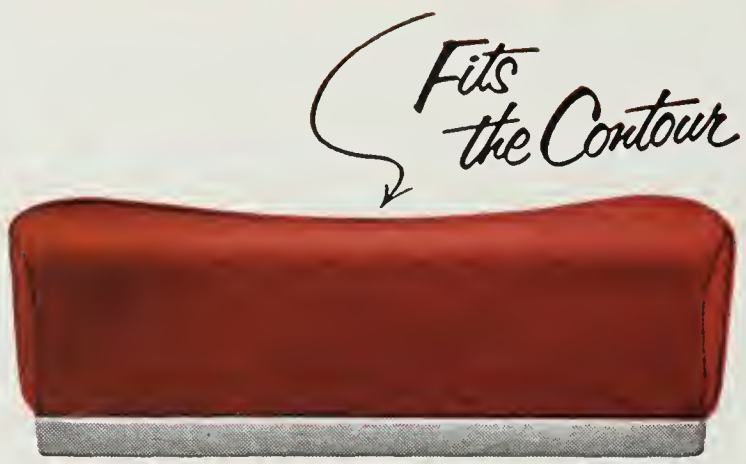
Arnold Farber, Editor

Vol. 10, No. 4 March 30, 1955

We've added even MORE

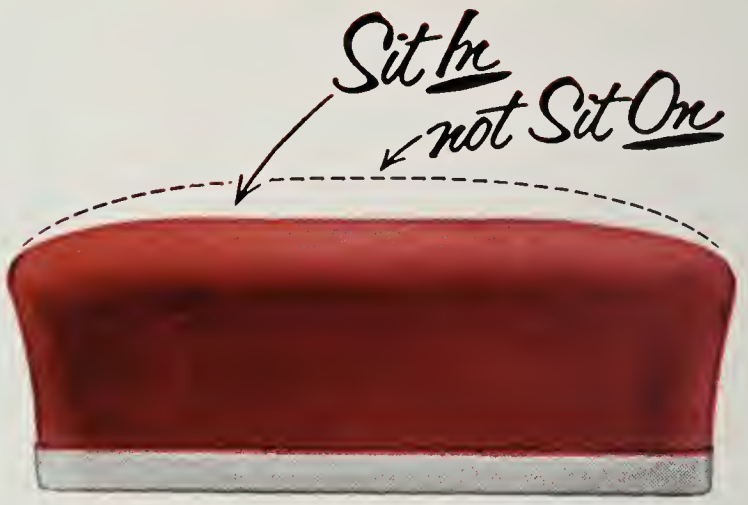
A Choice of Two Luxurious Cushions

The New "CONTOUR"
Formed Rubber Cushion



The new CONTOUR conforms to the contours of the occupant's body . . . assuring utmost comfort regardless of how he shifts his weight or position. Extra comfort is provided by the resiliency of three inches of formed rubber over helical construction springs.

The New "SIT-IN"
Coil Spring Cushion



The occupant sits deep down in, not high up on, this wonderfully comfortable spring coil cushion . . . whether he sits in the middle, on the side or way back in the seat. Sixteen coil springs of varying gauge steel wire are so placed to insure feather-soft comfort over the entire seat.



The New Relax-Recliner Feature

The new Relax-Recliner is comfortably firm, but puts no pressure against your back when you are sitting in an upright position. The chair responds to your weight without buttons, levers or gadgets when you relax in a comfortable recline.

comfort to the mighty comfortable

HEYWOOD-WAKEFIELD

EST. 1826

ENCORE



TC 700

"Living-room comfort" for theatre patrons . . . low maintenance costs and long, trouble-free service for operators . . . make ENCORE one of America's most widely used theatre chairs. Let a Heywood-Wakefield representative give you complete details of this great theatre seating line.

Heywood-Wakefield, *Theatre Seating Division,* Menominee, Michigan. Sales Offices: Baltimore, Chicago, New York



Announcing Still Further Improvements In the Strong Super "135"

MOST POWERFUL OF ALL PROJECTION LAMPS

proved by impartial foot-candle-meter tests

NOW AVAILABLE WITH 18" DIAMETER, f/1.7 REFLECTORS

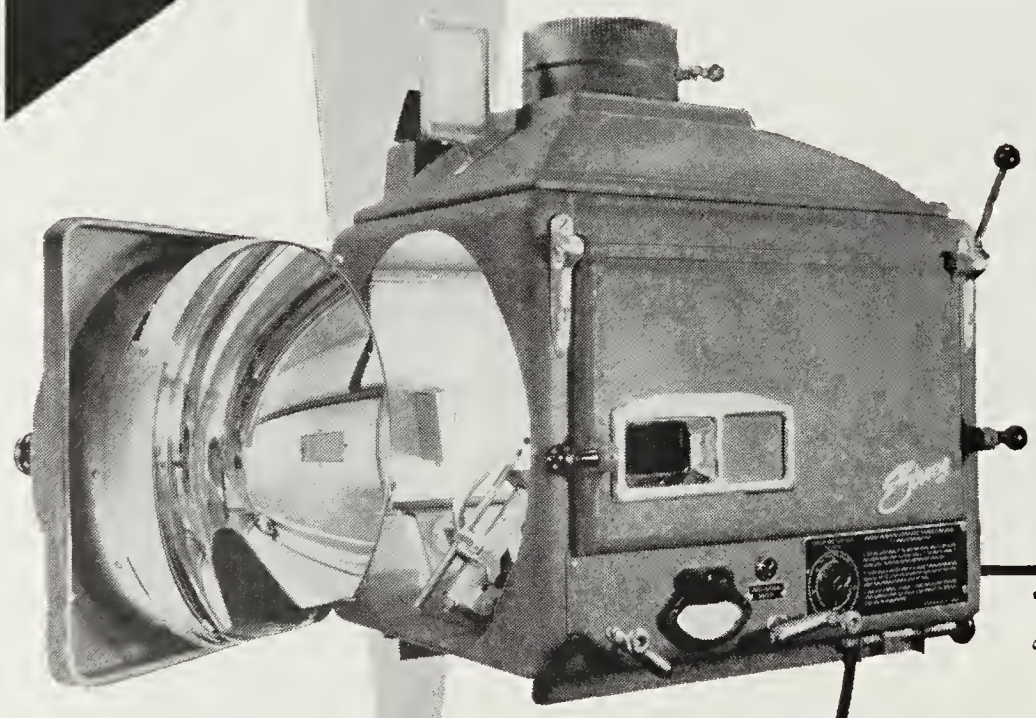
for theatres with f/1.8, f/1.7 or f/1.5 objective systems and projectors cleared for these high speed optical systems. Super "135" lamps are also available with 16-1/2" f/1.9 reflectors.

Unitized component design permits quick, simple changes to attain the correct light requirement for any of the various new presentation techniques, even two or more on the same program. Burn a choice of four different carbon trims; 9, 10, or 11mm regular trim, and 10mm Hitex in a total of seven separate manners to attain any desired degree of cost of operation, screen illumination, or burning time. Only one control is required for selecting any amperage within the range of a particular mode of operation. New, improved long life positive carbon contact. New ventilated reflector frame insures cool operation of reflector and rear section of the lamp even at extreme angles of projection.

New special blower fan keeps the Strong Infra Ban Beam Cooler at a low operating temperature by removing the light energy which is neither reflected nor transmitted, but is trapped in the filter itself. The filter is mounted on a new removable holder for quick removal and ease of cleaning. This Beam Cooler and blower permit a tremendous increase in usable light without a corresponding increase in heat at the aperture.

Strong's exclusive Lightronic crater-positioning system automatically maintains the correct arc gap length and correct position of the positive arc crater at the EXACT focal point of the reflector. A perfect light, evenly distributed, of constant intensity and unchanging color value, is maintained at the screen without manual adjustments.

A stream of air directed just above the arc stabilizes its burning and prevents the deposit of soot on the reflector.



When the lamps are **STRONG** *the picture is bright!*

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"

21 City Park Avenue • Toledo 2, Ohio

Please send free literature on Strong projection lamps.

NAME_____

THEATRE_____

STREET_____

CITY & STATE_____

LAYING IT

On The Line

Speculation Spectre

Buying on speculation, as anyone who has gone broke following "inside" stock market tips can tell you, is a rather dangerous way to do business. It is not difficult to see why theatremen who have spent large sums of money on 3-D equipment, screens, projectors, speakers, etc., as a result of the introduction of various new projection and sound systems, would be a bit wary about buying equipment which might be outdated as soon as it is installed. However, the adoption of a "wait and see" attitude can have damaging results.

The Theatre Equipment and Supply Manufacturers Association, through its executive secretary, Merlin Lewis, recently issued a statement on this subject which seems to make a good deal of sense to this department.

Part of the statement said, "Premature announcements of fantastic developments in the field of theatre equipment achieve one positive result. They cause the theatre owner who knows he needs new equipment now and is in a position to buy it, to slow up a bit and decide he might be able to wait until the new equipment comes onto the market—even though the equipment discussed may never reach the production stage."

If an exhibitor bases his purchasing program on the strength of rumors he is being foolish on two counts. First, he is endangering his business by continuing to use equipment which admittedly is in need of replacement, and he is therefore unable to give his patrons all that he is capable of offering. Secondly, he is foolish because there is a good likelihood that the revolutionary new development he has "heard" about might never leave the drawing board.

As TESMA points out, "every manufacturer of projectors, lamps, sound systems, etc., continuously is looking for a new or improved product. Each company has an engineer or engineers on its payroll, each of which tries constantly for improvement so as to get a bit of a jump on his competitor." However, one thing which no theatreman should lose sight of is that for every idea that is tried out and found good enough and practical enough to be placed on the market, there are perhaps 20 which never leave the experimental stage.

We are not trying to give the impression that we believe theatre operators should purchase equipment blindly. It is their duty as businessmen to investigate and determine the FACTS. This can be done by following the reports in the trade press, by discussing the situation with supply dealers, and by going directly to the manufacturers. But do not magnify or read things into a report about what might be available at some time in the future, and interpret it to mean that it will be marketed.

Lewis summed up this point by saying, "The man who needs a new automobile this year buys it if he can, instead of waiting until next year because he hears about a new gadget that might be included in next year's model. Theatremen with good business sense do the same thing."

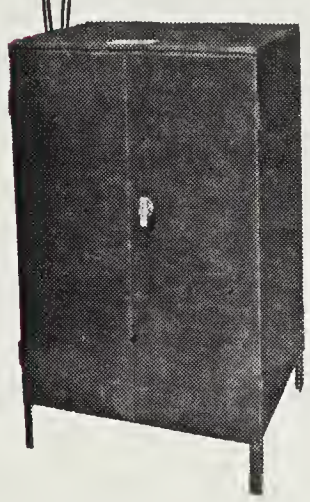
If you need new equipment, INVESTIGATE, DO NOT SPECULATE!

PHYSICAL THEATRE • A sectional department of MOTION PICTURE EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

'ROBIN-ARC'
3-Phase Selenium
RECTIFIER

Engineered *for*
WIDE SCREEN
PROJECTION SYSTEMS

IMMEDIATE DELIVERY



A dependable, efficient, uniform D.C. power source. Engineered by pioneers in the motion picture field. Designed specifically for wide-screen projection.

Model K 100
100 Amps.

•

Model K 100X40
60 & 100 Amps.

•

Model K 150
135 Amps.

NEW "RO-RO"
for single-phase current

A newly patented attachment now permits satisfactory operation of 3-phase rectifiers off single-phase lines. Send for details.

ROBIN-ESCO Super-Power
MOTOR GENERATORS

A quality product built especially for wide screen service and is available in 60 volts—145 amperes, 80 volts—135 amperes. These units may be operated on a continuous basis at these ratings.

Write, Wire or phone for details

Sold through independent supply dealers

J. E. ROBIN, INC.
MARK OF QUALITY

J. E. ROBIN, INC.
Motion Picture Equipment Specialists
267 Rhode Island Avenue
EAST ORANGE, N. J.

Manufacturers of
RECTIFIERS • MOTOR-GENERATORS
SCREENS • PROJECTION LENSES

Your Guarantee

Adequate Screen Lighting REGARDLESS OF TYPE OF PRESENTATION



NATIONAL EXCELITE "135" PROJECTION ARC LAMPS

No matter which aperture, or the size of your screen, your picture will really sparkle when you have the Excelite "135."

National's Reflect-O-Heat unit permits a great increase in volume of light, without a corresponding increase in heat at the aperture. The AUTOMATIC Crater Positioning Control System insures that both carbons are so fed as to maintain the correct arc gap length and position of the positive crater at the exact focal point of the reflector. Thus, the screen light is ALWAYS of the same color, without variations from white to either blue or brown.

The arc is stabilized by a stream of air which prevents the hot tail flame of the arc from reaching the reflector, supplies enough oxygen so that no black soot is produced, and keeps white soot from collecting on the reflector in such quantity as to absorb heat which would cause breakage.



NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

A SUBSIDIARY OF
GENERAL PRECISION EQUIPMENT CORPORATION

In Spring An Exhibitor's Fancy Lightly Turns To Thoughts Of

AIR CONDITIONING SYSTEMS

By W. B. Cott
Westinghouse Air Conditioning Div.

THE widespread utilization of mechanical refrigeration systems by the theatre industry has, to a large extent, been responsible for acceptance of comfort air conditioning and the many improvements which have been of benefit to the user of air conditioning equipment. The large theatres were the first to proclaim the advantages of their air conditioning installations, many of which operated without adequate temperature control thus creating a wonderfully cold inside for the patrons, along with a delightful blast of cooled air covering the sidewalk area in front of the theatre. The small neighborhood theatres necessarily adopted air conditioning and were forced to economize on operation and installation costs due to their seating capacity.

Air conditioning application techniques and new developments, along with experience, rapidly developed installations which were economical in first cost and operating cost.

A Challenge

Air conditioning of modern theatres has become one of the most challenging applications throughout the industry. Strict attention must be given not only to temperature, humidity, and air distribution, but to the avoidance of over-cooling, noise, warm or cold areas, drafts, hot and cold stratification, odors, and leakage through doors.

An indoor relative humidity between 50 per cent and 55 per cent is generally accepted as best condition as concerns equipment cost, human comfort, and odor prevention. Indoor design temperature may be anywhere between 73 degrees F and 80 degrees F, depending on outside dry bulb temperature. The necessity for careful expense control makes the selection of air conditioning equipment for a replacement installation or a new installation a major consideration for the theatre operator.

Obviously, a theatre in a residential district operating evenings with matinee performances once or twice a week cannot afford to install as heavy air conditioning equipment as would be required for a theatre located in a shopping center and running continuous daily performances.

PHYSICAL THEATRE

Vol. 10, No. 4 March 30, 1955

The outlying theatre can use package type unit air conditioners which are completely self-contained air conditioning systems. In addition to capacity for cooling, they are equipped with fans for air circulation and ventilation, they accomplish dehumidification, and are also equipped with filters to clean the air. They will also supply heating and humidification by the addition of standard accessories, and are so constructed that automatic temperature and humidity control can be utilized. Units are available in a wide range of sizes. The self-contained package type units are adaptable to many locations, either inside or outside the structure, at the rear of the house or at the side of stage, in basements or on the roof, and can supply air with or without ducts depending on their final location.

Peak Load Method

The "peak load" method of application engineering may also be used to economical advantage in small outlying theatres and others running one matinee and one evening performance, or one performance per day. A well qualified engineer should be engaged to engineer and supervise such applications.

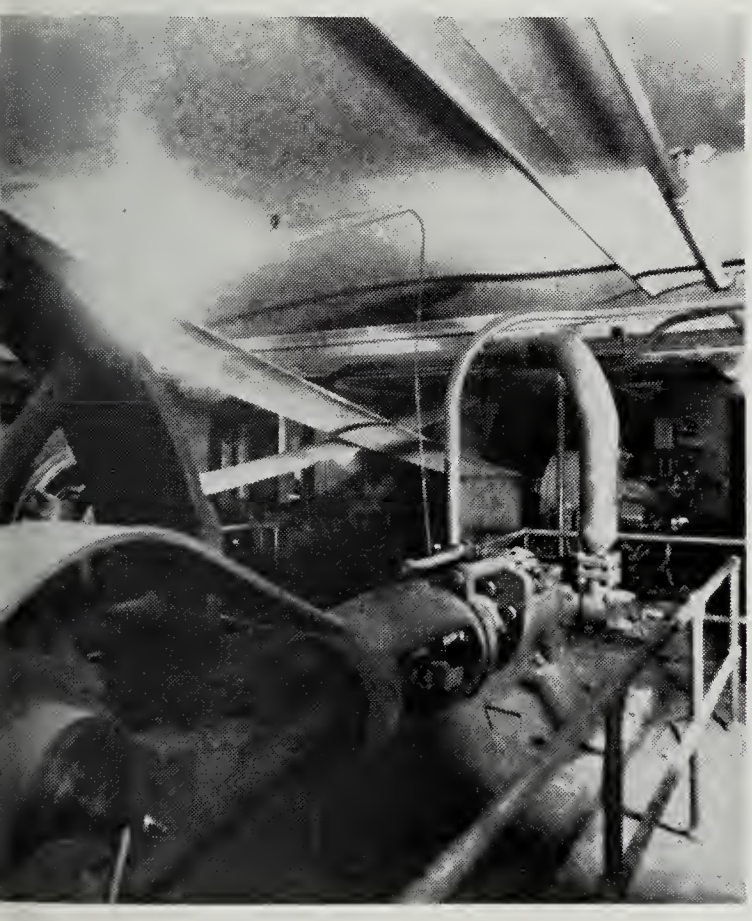
Another Method

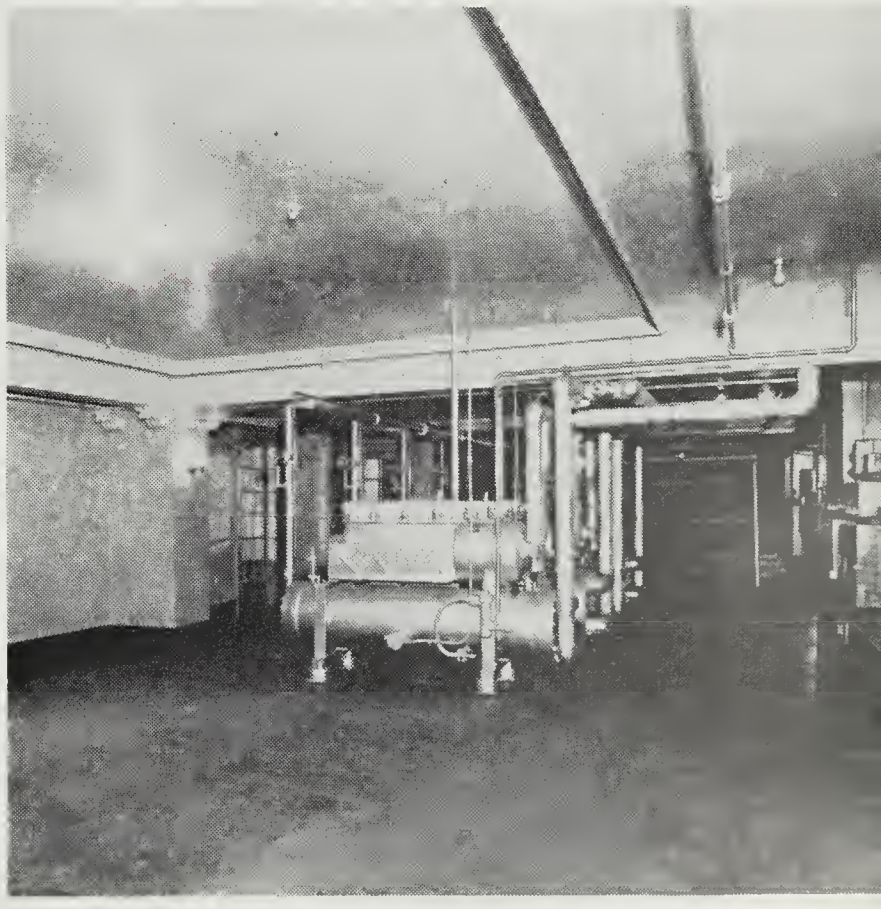
Another economical method of cooling theatres running one or two performances daily is the "latent heat ice storage" system. This method uses much smaller mechanical refrigeration apparatus than would be required for direct mechanical refrigeration air conditioning systems. The installed machinery makes ice during no load hours which is used to condition the space during peak load hours. In some applications the ice and machinery are used together during peak loads.

The economical first cost of latent heat ice storage systems may be seen in the following example:

A theatre requires a total of 200 tons per hour for two hours. Total 400 ton hours or 4,800,000 BTU. The ice required to provide 4,800,000 BTU and to cool the space is produced over a certain number of shut-down hours.

For a direct cooling system the compressor(s) would have a capacity of 2,400,000 BTU/hr., or somewhat less if





Seen (left) is the machine room of the State-Lake, Chicago, showing huge old-fashioned belt-driven units. The same room is seen (right) showing the savings in space and weight with the installation of modern Westinghouse compressors. It is a good example of the advances that have been made in decreasing the size of air conditioning equipment while increasing efficiency and capacity.

AIR CONDITIONING & REFRIGERATION CHECK CHART-RECORD OF INSPECTION

WESTINGHOUSE FORM 20215 A

DATE OF INSPECTION

CUSTOMER | ADDRESS

SYSTEM IDENTIFICATION | COMPRESSOR TYPE NO. | SERIAL NO.

COMPRESSOR

DISCHARGE PRESSURE	DISCHARGE TEMPERATURE	DISCHARGE SUPERHEAT	LIQUID FREON TEMPERATURE	HIGH PRESSURE CUTOUT AT ____ PS / LOW PRESSURE CUTOUT AT ____ PS
PSI	°F.	°F	°F	

SUCTION PRESSURE	SUCTION TEMPERATURE	SUCTION SUPERHEAT	OIL PRESSURE	OIL LEVEL	OIL CLEAN
PSI	°F	°F.	PSI		YES ☐ NO ☐

OIL FOAMY	FREON SIGHT GLASS FULL	FREON COLOR	OIL SEPARATOR RETURN LINE WARM	EXPANSION VALVES ADJUSTED
YES ☐ NO ☐	YES ☐ NO ☐	CLEAR ☐ LIGHT AMBER ☐ DARK AMBER ☐	YES ☐ NO ☐	YES ☐ NO ☐

ARE UNUSUAL NOISES PRESENT

YES ☐ NO ☐ EXPLAIN—

IS UNLOADER OPERATION CORRECT

YES ☐ NO ☐ EXPLAIN—

RECOMMENDATIONS

CONDENSER

	WATER IN	WATER OUT	IS STRAINER CLEAN	WATER PRESSURE	DOES WATER VALVE SHUT OFF
WATER COOLED ☐	°F.	°F	YES ☐ NO ☐	PSI	YES ☐ NO ☐ REPAIRED ☐
EVAPORATIVE CONDENSER ☐ OR COOLING TOWER ☐	WATER IN °F.	WATER OUT °F	IS WATER LEVEL CORRECT YES ☐ NO ☐	WATER PUMP NOISY YES ☐ NO ☐	IS PUMP CLEAN YES ☐ NO ☐

IS STRAINER CLEAN	WATER PUMP LEAK	ARE SPRAYS CLEAN	IS OVERFLOW OPEN	ARE COILS CLEAN
YES ☐ NO ☐	YES ☐ NO ☐	YES ☐ NO ☐	YES ☐ NO ☐	YES ☐ NO ☐

NOTE CONDITION OF BELTS AND PULLEYS

LUBRICATE—MOTORS | BEARINGS

RECOMMENDATIONS

LOWSIDE (INCLUDING AIR HANDLING UNIT OR PLENUM)

FAN		FILTERS		GRILLES		WALLS		COILS		DRAIN	
CLEAN	DIRTY	CLEAN	DIRTY	CLEAN	DIRTY	CLEAN	DIRTY	CLEAN	DIRTY	CLEAN	DIRTY

ARE UNUSUAL NOISES PRESENT

YES ☐ NO ☐ EXPLAIN—

IS REFRIGERANT DISTRIBUTION UNIFORM

YES ☐ NO ☐ EXPLAIN—

NOTE CONDITION OF BELTS AND PULLEYS

LUBRICATE—MOTORS | BEARINGS

RECOMMENDATIONS

HEATING

STEAM PRESSURE	AUTOMATIC VALVES O K	TRAPS O K	MANUAL VALVES O K
PSI	YES ☐ NO ☐	YES ☐ NO ☐	YES ☐ NO ☐

HUMIDIFYING

HUMIDIFIER NOZZLES CLEAN	HUMIDIFIER SOLENOID VALVES O K
YES ☐ NO ☐	YES ☐ NO ☐

RECOMMENDATIONS

PRECIPITRON

POWER PACK	TUBES OPERATE PROPERLY	WIRING CONNECTIONS GOOD	DOOR INTERLOCKS FUNCTION PROPERLY
	YES ☐ NO ☐	YES ☐ NO ☐	YES ☐ NO ☐

CELLS (CLEANED ☐)

ELECTRICAL CONNECTORS TIGHT		PLATES		INSULATORS	ARCS
YES	NO	BURNED ☐ LOOSE ☐		CLEAN ☐	NONE ☐
		BENT ☐ OUT OF SLOTS ☐		DIRTY ☐	INTERMITTENT ☐
		WARPED ☐		CHIPPED ☐	CONTINUOUS ☐
		CLEAN ☐ THIN DEPOSIT ☐		CRACKED ☐	BETWEEN PLATES ☐
		DULL ☐ THICK DEPOSIT ☐		BROKEN ☐	AT PLATE SLOTS ☐
		SHINY ☐			AT INSULATORS ☐

IONIZERS (CLEANED ☐)

ELECTRICAL CONNECTORS TIGHT		IONIZER WIRE BROKEN & REPLACED		IONIZER WIRE PROPERLY STRUNG		IONIZER WIRE CENTERED		INSULATORS	ARCS
YES	NO	YES	NO	YES	NO	YES	NO	CLEAN ☐	NONE ☐
								DIRTY ☐	INTERMITTENT ☐
								CHIPPED ☐	CONTINUOUS ☐
								CRACKED ☐	AT INSULATORS ☐

One of the most important details necessary to get the maximum benefit from air conditioning equipment is the proper maintenance and inspection. Seen here is a typical inspection record chart used.

sized according to peak load requirements.

If 10 hours were chosen as the ice recovery period in a latent heat ice storage system, then: 4,800,000/10 = 480,000 BTU/hr. required capacity of compressor. The difference in required capacity affords a substantial reduction in compressor first and operating cost even though ice tanks must also be installed.

Central Station

Where the construction of the theatre and its capacity require large central station type air conditioning apparatus located in a machinery room, many equipment variations may be used. Refrigeration machines are available in many ranges of capacity and are physically smaller than formerly. Compressors are equipped with capacity controllers which are actuated by means of house temperature. The compressor may be located in one space with the coils and fans above the ceiling, or on the roof, with ducts supplying the air to the theatre. Water towers or evaporative condensors are available to minimize operating costs.

The exhibitor is advised to retain a competent heating and ventilating consulting engineer prior to opening negotiations for an air conditioning system to be installed. Thus you will be able to secure adequate apparatus for your needs in full compliance with local codes and regulations.

Recently many houses have undertaken the replacement of obsolescent air conditioning refrigeration apparatus, and have realized substantial savings in operating cost by elimination of the need for an operating engineer. Recent replacement installations in southwestern Texas, Colorado, and Philadelphia have resulted in reduction of payroll plus a gain of floor space which was put to other uses.

Do not forget that inspection and maintenance are necessary to protect your investment. A check chart will be of inestimable value to you and will serve for most systems being stalled today.

Air Distribution

There are two general classifications of air distribution in common use in modern theatres. The first is known as the vertical or downward diffusion system and the second is the horizontal diffusion system. In the first system air is introduced through supply openings in the ceilings of the auditorium and in soffits of mezzanines and balconies.

The horizontal diffusion system introduces the air through side wall outlets and high velocity ejector nozzles are sometimes used to create circulation of a large volume of secondary air. This system has many advantages and a few disadvantages. The main disadvantage being that ceilings and walls must be smooth and free from beams and ornamentation.

A variation of the above employing supply outlets mounted in the walls 12 to 14 feet above the floor is rapidly becoming quite popular. This method forms an even stratification of cool air from the floor to the height of the supply outlet and makes no attempt to cool the cubic volume of space between the outlet and ceiling. In many theatres such space is enormous and requires many tons of refrigeration to cool. By forced stratification to a height of 12 to 14 feet a reduction in machinery first and operating cost may be realized. Balconies and mezzanines are treated as separate spaces and air is supplied by ceiling or wall outlets.

The major difficulty to be overcome in cooling balconies is the tendency of cold air to spill over and drop into the occupied space below. This may be prevented by good engineering of outlets and returns.

Projection rooms should always be provided with separate exhaust to the outdoors with no return to the central return system. Conditioned air may be supplied from the central supply duct system.



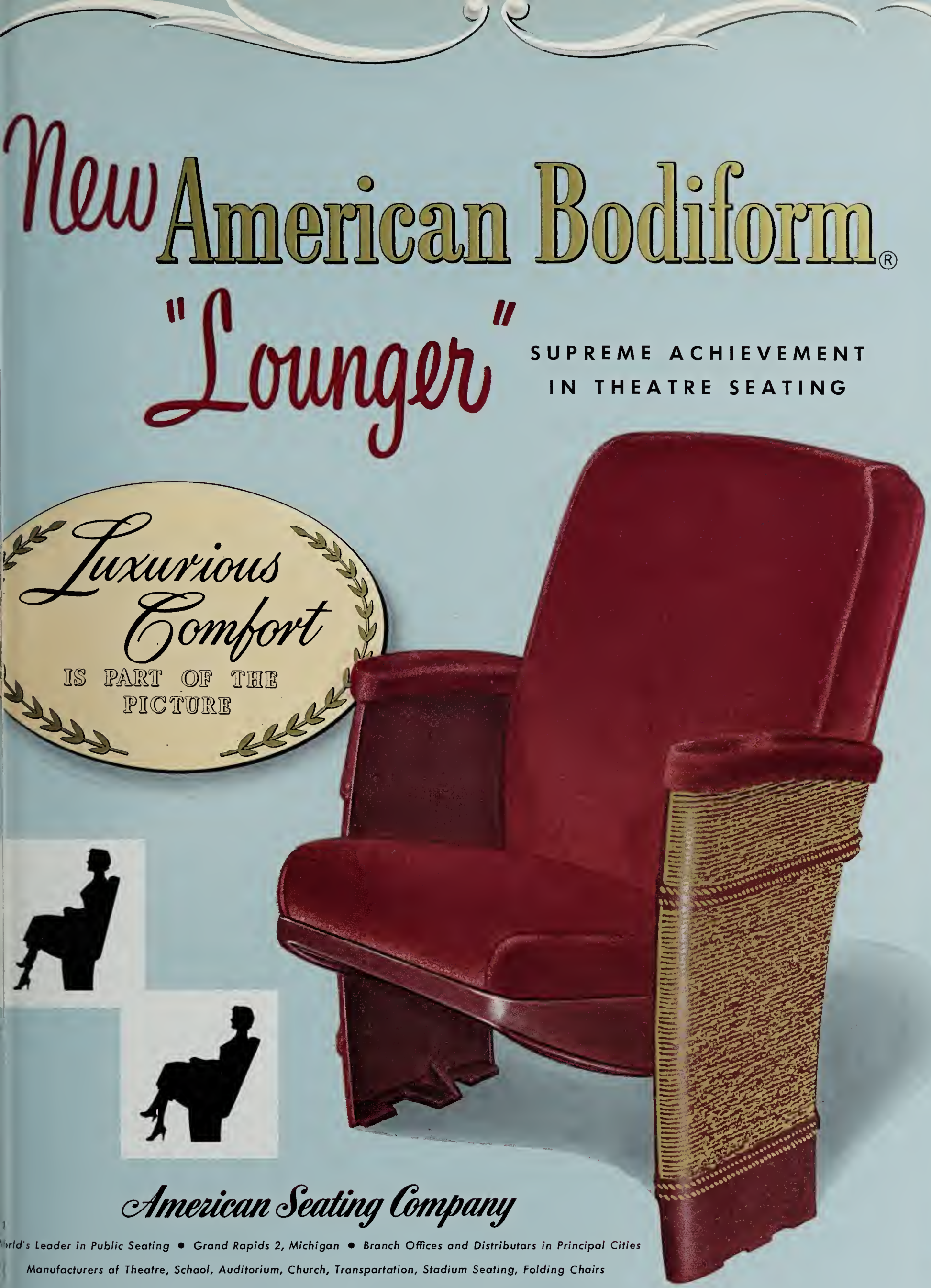
A sketch showing how Westinghouse Unitaires may be utilized for a moderate sized theatre.

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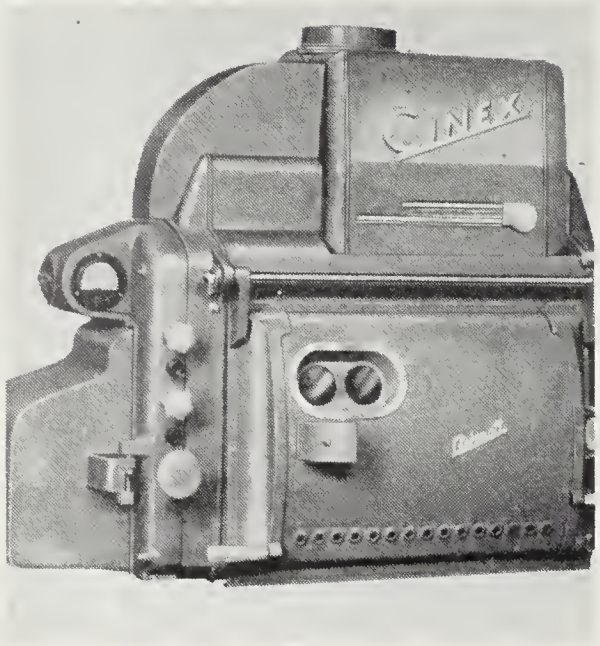


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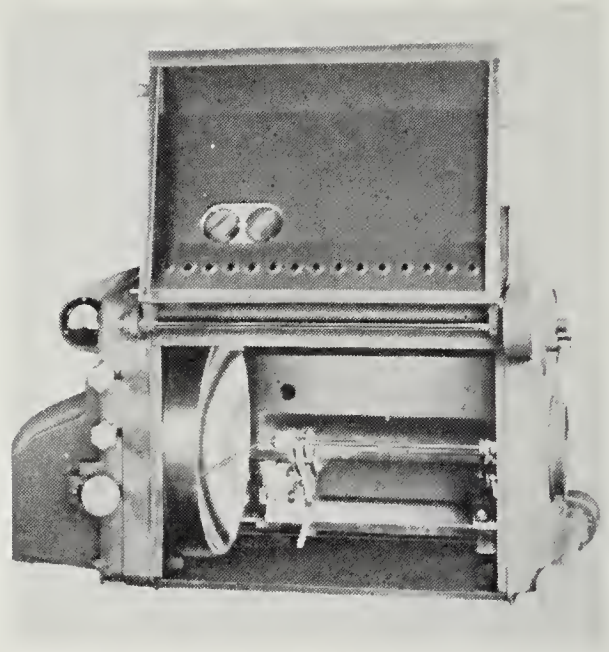
ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY



The Ashcraft Cinex-170 has an 18-inch diameter reflector, and is designed for maximum power.



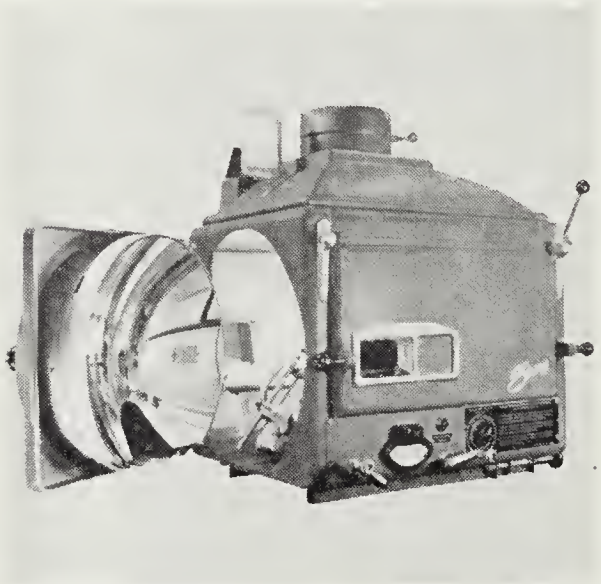
The Excelite 135 is said to be economical when producing illumination of 20,000-25,000 lumens.



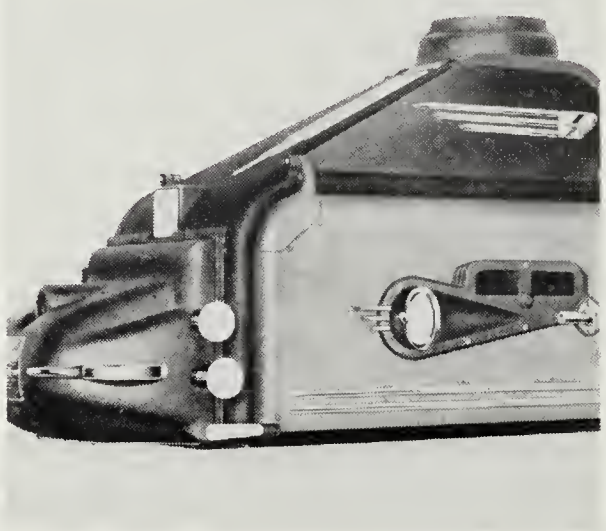
The RCA Wide-Arc features cooling devices and a water circulator operating from arc voltage.

News And Views On Leading Heavy Duty

Projection Arc Lamps



This Strong Super 135 has been designed to meet the special light demands of wide screen systems.



The Peerless HyCandescent arc lamp is a heavy duty unit with current range from 125-180 amps.

BY now the importance of using equipment that will supply the proper amount of light necessary to show the various wide screen systems is obvious to all. However, the need for information on this vital subject is still of the utmost importance to the theatreman.

In order to allow the reader to get some indication of the projection arc lamps currently available to him, in addition to some valuable operating and maintenance suggestions, the leading manufacturers of these arcs have furnished the following information:

Ashcraft Cinex-170

The newest piece of equipment is the Cinex-170 reflector type projection lamp being marketed by the C. S. Ashcraft Manufacturing Company. Created and designed to meet the illumination requirements of all projection systems in the foreseeable future, the Cinex-170 may be operated with almost any size high-intensity carbon now being offered. This includes a range of carbons from the 9mm standard high-intensity carbon when an operating load of 80 to 90 amperes is required, to a 13.6mm. standard high-intensity carbon for use when 140 to 170 amperes are required.

This new lamp has an 18-inch reflector and is capable of providing a speed of f/1.64. According to the manufacturer, the Cinex-170 will produce an increased amount of light when used with older slower speed lenses, but it will operate at its maximum efficiency when used with the new f/1.7 lenses currently on the market.

Dichoric heat reflector filters are used and it is recommended that projectors be equipped with aperture gate jets, and aperture gate water cooling devices. It is also stressed that the Cinex-170 projects a wide cone of light to the film gate and care should be taken so that projector housings and shutter frames will not interfere with the maximum passage of light.

The unit has two solid silver water-cooled contact jaws that are located three-quarters of an inch behind the carbon crater, and they remain cool enough to touch with the bare hand immediately after breaking the arc.

Another of the features of this lamp is the new air circulating system. The blower system takes cold air from outside the lamps and directs it over the filter through hollow walls and ducts, and across the reflector, ejecting it into the projection room exhaust stack.

Commenting on the use of the Cinex-170, the manufacturer said that it will be possible to project 80 foot wide CinemaScope pictures and still maintain a brilliancy of 10 foot-candles at the center of the screen. It was also stated that with this lamp drive-in theatres should be able to show well-lighted CinemaScope pictures up to a width of 130 feet.

Peerless Hy Candescent

At the present time the J. E. McAuley Manufacturing Company is offering two projection arc lamps, the Peerless Hy Candescent and the Peerless Magnarc. The Peerless Hy Candescent lamp is a heavy duty arc designed to be used where large amounts of screen illumination are needed, such as on the screens of drive-in theatres and the large indoor first-run houses.

This lamp has a current range of from 125 to 180 amperes. It has been designed to use the following carbons:

Standard Regular Trim

125 to 150 amperes, 68 to 78 volts
13.6mm. by 22-inch high intensity positive
7/16-inch by 9-inch coated cored negative (½ by 9-inch negative from 140 to 150 amperes).

New 180—A Super Trim

170-180 amperes, 74 volts
13.6mm. by 22-inch positive
½ by 9-inch heavy duty coated cored negative.

An eight-inch chimney base is provided to assure sufficient cubic-foot per-minute exhaust of the heated air and gases from the lamphouses at a velocity that will not disturb the arc. To ensure emission of the heated air in the rear upper portion of the lamphouse, outside of the canopy, separate vents are provided in the casting that forms the chimney base so it may exhaust into the projection room.

The lamphouse body is comprised of a formed sheet-steel base of heavy gauge to which are attached the two side frame casting that form the frame for the two

(*Continued on page PT-23*)

Maximum Illumination

OF

LARGEST SCREENS

WITHOUT

FILM DAMAGE!

Exhaustive heat and light tests prove conclusively that with the

NEW MOTIOGRAPH WATER-COOLED FILM GATE AND APERTURE COOLING BLOWER

(1) Film does not buckle even when run for four consecutive 20-minute periods!

(2) Gate temperature held at only 5° above room temperature (as opposed to a temperature of 190° for a non water-cooled gate). Immediate rethreading possible without burned fingers.

These tests were run on Motiograph AAA projectors equipped with 52° shutter blades and high-intensity reflector type arc lamps burning rotating positive carbons at 135 amperes and WITH NO FILTER.

These water-cooled film gates and aperture cooling blowers are now available on new Motiograph AAA projectors, and are also obtainable for Motiograph AAA and AA projectors presently in use.

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With The Development Of New And Better Insecticides, Today

Chemistry Goes To The Drive-In

OUTDOOR living brings with it the problems of bugs and weeds—and drive-in theatres are no exception. Weeds are sometimes defined as "plants out of place" and they can find many wrong places around a drive-in theatre lot. As for insects, probably the two worst pests are flies and mosquitoes. One jet invasion of a swarm of mosquitoes can spoil an outdoor theatre party in a hurry.

Control of both insects and weeds is largely a sanitation problem. Weeds often shelter breeding places for various kinds of insects, as well as being a problem in themselves. They also harbor rats, mice and other rodents, and may hold enough moisture to increase rusting and wood decay. A gust of wind may fill a weed patch full of litter, and then the vegetation interferes with the clean-up crew. In addition, of course, weeds and tufts of grass or clumps of brush give the grounds an unkept appearance, and may seriously increase the risk of fire.

Chemical Weed Killers

Weeds, grass, and scrub growth may be a problem wherever there is enough moisture and fertility to permit a plant to grow. Around speaker stands, parking ramps, platforms, gate-posts and fence-lines—these are some of the places where weeds are often a problem in drive-in maintenance. Around electrical installations, they may grow high enough to short-circuit a line. And hay fever sufferers will avoid your theatre for several weeks or more if they suspect the air may be full of ragweed pollen.

Where labor costs must be considered, the use of chemical weed killers is economincal. Modern chemicals can be easily applied by any maintenance crew, and the investment in equipment and materials is repaid many times over.

Hiring a custom applicator has the advantage of providing at reasonable rates, trained personnel thoroughly familiar with chemicals and able to supply the equipment for applying them.





An example of how weeds may be controlled can be seen in these two illustrations. The photograph above shows speaker posts at a Massachusetts drive-in where clumps of weeds are growing around the base. The illustration below shows the same theatre after the speaker posts have been treated.

Specialists

Chemical weed killers are "specialists" and it is important to select the right material for the job to be done. Some, like 2,4-D and related chemicals, are "selective." That is, they will kill certain broadleaved species of plants, while grasses continue normal growth. Then there is "Ammate" weed and brush killer, which is specific for killing poison ivy and other woody plants. Sprayed on the foliage it kills the whole plant.

"Soil sterilants" are used where it is desirable to control all plant growth. One chemical that meets major requirements for the "soil sterilant" class is "Telvar" W weed killer. This material is a powder to be mixed with water. A cupful in two gallons of water is enough to control weeds on a 200 square foot area for an entire season or longer. It is non-volatile, non-flammable, and low in toxicity to people or animals under conditions recommended for use. A season's suply can be stored in a small space.

"Telvar" W weed killer works principally through the roots, so it should be applied when there will be enough rainfall to carry the chemical down into the root zone. Applied in the spring, before growth starts, it will prevent plant growth throughout the season.

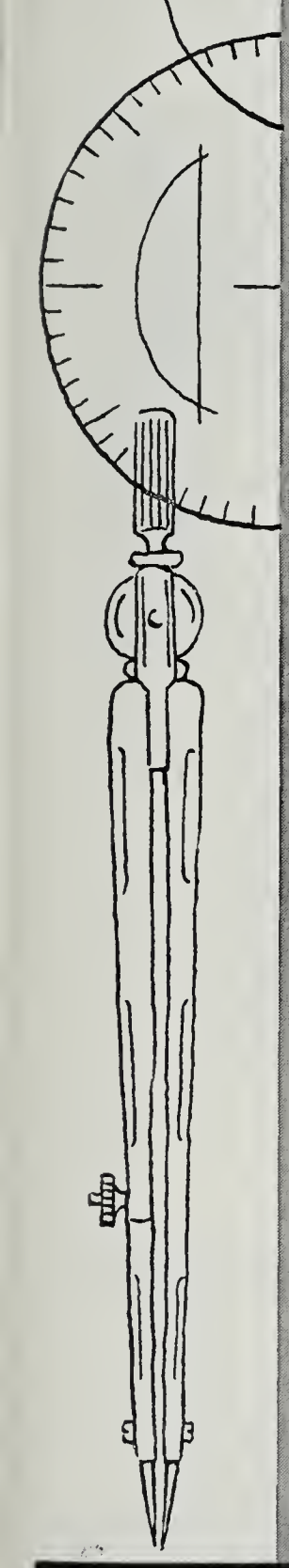
"Telvar" W may be applied to dense weed growth provided sufficient water is used. But better results are usually obtained if vegetation is mowed and matted growth cleared away, in order to apply the material on the ground.

"Telvar" W can be applied with power sprayers suitable for wettable powder mixtures. The sprayer should have continuous agitation to keep the chemical in suspension, and all openings in screen and line strainers should be equal to or larger than 50 mesh.

(*Continued on page PT-25*)

If You Want

BETTER SIDELIGHTING...



If you want to see less drop-off on your screen than you thought possible . . . then you're ready for the new formula Raytone HILUX Screen.

Here's the screen that was conceived on the drawing boards, engineered by men who's *business* is light reflection and *proved* in theatres of all sizes and shapes.

No longer an engineer's dream, the new formula Raytone HILUX is a *fact* . . . proved more effective in installations of small as well as large screens over 80 feet wide!

All of this plus economy, too! Your regular dealer will be pleased to quote Raytone Screen prices . . . much lower than you'd expect them to be for a product of such unequalled quality.

And the Raytone HILUX is unconditionally guaranteed to show a *bright picture,* will show *no seams,* will give you complete *uniformity* without blemishes or streaks and will give you *true color rendition* with richer, more natural pictures. It is guaranteed to do all this, or *you pay nothing* for the screen!

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NEW PRODUCTS
. . . that have theatre interest



"Electric Towel"

A new electric towel, Activeaire, is now being introduced to the theatre industry by Doc Faige and Associates.

Activeaire is claimed to perform other essential functions in addition to the drying operation. A special deodorant block in the unit scents the hands and room with a pleasing odor. Through the use of two General Electric ozone lamps, its ultra-violet radiation kills air-borne bacteria, it is claimed.

According to the manufacturers this unit is inexpensive to own and operate. It can be operated from a regular 15 ampere line. The unit is started by pressing a button and its automatic electric timer automatically turns the machine off after 40 seconds. The machine is finished in baked white enamel and is made of 16 gauge steel construction throughout. It is said to be so designed so that it is virtually tamperproof. The maker guarantees it for two and one-half years against defective parts and workmanship.



Known as Activeaire, this hand dryer also has a deodorant block that produces a pleasing scent.

Decorative Lamp

A new type of carbon filament decorative lamp, trademarked Candylbeme, is said to be especially designed to enhance the natural beauty of crystal type, polished and other decorative lighting fixtures which may be found in a theatre. The lamp is being offered by the North American Electric Lamp Company.

The Candylbeme is hand-tipped to give a long, slender pointed effect. It is made of clear glass so that beams of light radiate without diffusion, reflecting sharp, brilliant rays when striking glass and polished surfaces. Frosted glass bulbs are also available.

The special carbon filament is designed to provide more light and long life, it is claimed. The 30 watt, 110-125 volt bulb is available with candelabra, medium or intermediate base.

The lamp is said to achieve all the warm, mellow charm of real candle light in crystal fixtures, electric candle sticks, wall brackets, etc.

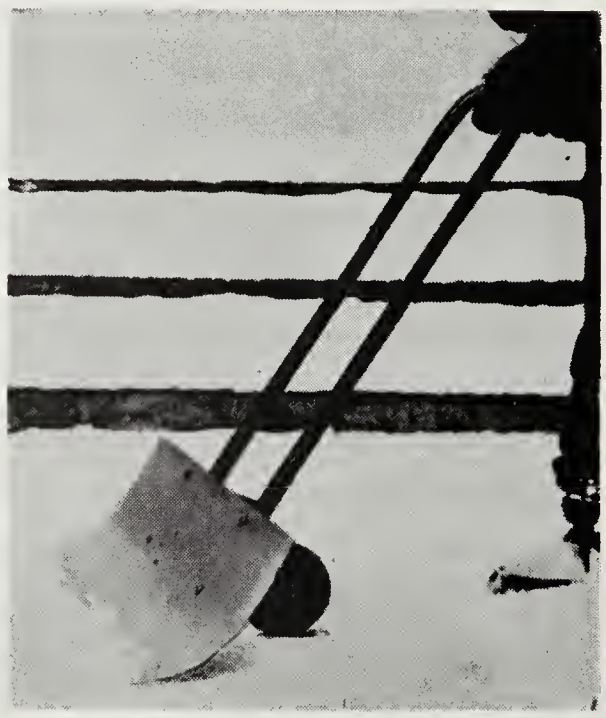


An item which may find use in lounges and in foyers is this carbon filament decorative lamp.

Snow Plow

One of the problems facing theatres in the winter is the removal of snow. To help ease this problem Leisure Industries is offering a new all-steel plow with 30 by 12 inch adjustable blade that pushes snow to the left, right, or straight ahead. Ease of operation is said to spare the user from undue strain or effort. It is also said to make the removal of snow a job that can be done in a very short period of time.

Angle of the snow plow's blade is changed by four springs locked in position by finger controlled wing nuts. The low rolls on six inch rubber-tire wheels that firmly grip the cleared ground.



This all-steel plow with an adjustable head is said to make snow removal quick and simple.

Film Rewinder

What is said to be the largest automatic film rewinder presently on the market has just been introduced by Goldberg Brothers, it was announced.

The large rewinder is said to accommodate 3,000 feet of black and white 35mm. film on reels with a diameter as large as 18 inches. The same product can be adapted for 35mm. film reels with 15 inches of diameter or smaller, as well as for 16mm. sized reels.

Constructed of top-grade heavy steel, the rewinder is machined and finished to precision tolerance, providing a complete protective shield. Doors open on extra - heavy counter - balanced spring hinges, it is claimed. A special large handle keeps doors perfectly tight while in operation. The rewinder works automatically after the control handle is set.

Dispenser Lock

As a deterrent to vandals the Bobrick Company has developed a new, improved lock for the hinged cover at the top of its soap dispenser. This new lock can be opened only with new special-shaped key, and it is claimed that it cannot be unlocked with a common pocket knife, pick, paper clip, or any other such ordinary tool.



An improved lock which was designed to make it difficult for vandals to open soap dispensers.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....
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ISSUE OF MARCH 30

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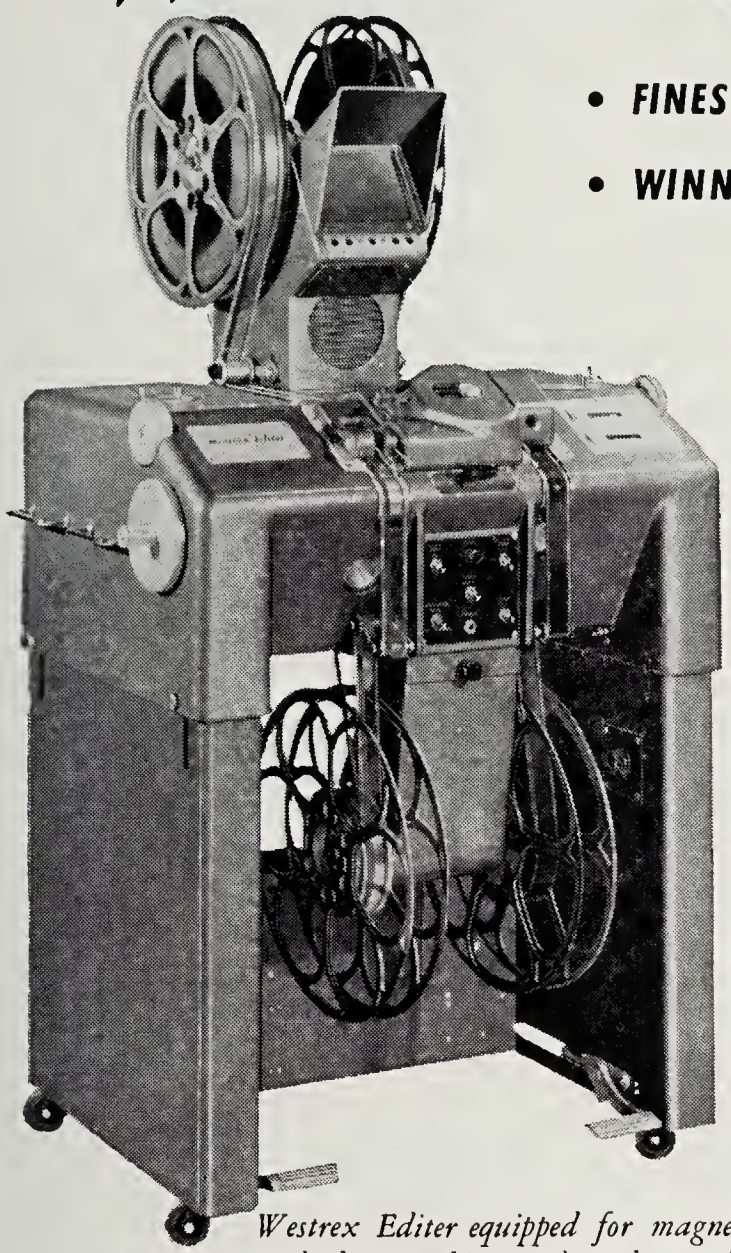
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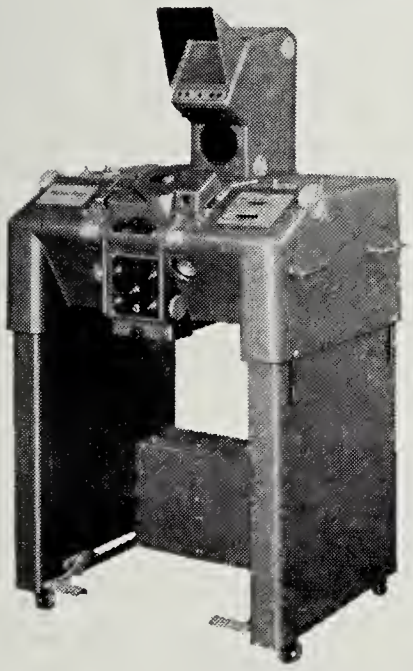
Westrex Editer equipped for magnetic and photographic sound tracks. 3-3/4" x 5" translucent screen shows bright, clear picture.

Designed and engineered by the Westrex Hollywood Laboratories — in cooperation with leading studios — the new Westrex Editer is an advanced machine that meets every film editing need.

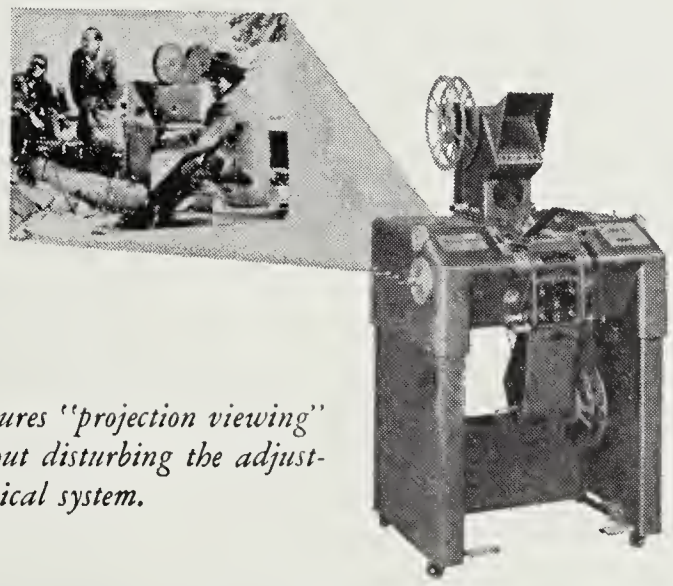
The Westrex Editer can handle both standard and the new small-hole perforated 35mm films — film strips — motion picture films — magnetic or photographic sound films (single or multiple) — composite release prints — and for the first time it makes possible "projection viewing" of an enlarged image on a wall or screen without extra attachments.

The Westrex Editer is quiet in operation — no intermittent, hence less noise and less film damage — speedy and efficient. Among its advanced features are simplified threading — automatic fast stop — synchronization while running — improved sound — lower flutter.

The Westrex Editer — available in 35mm model — is the latest in a long line of notable Westrex contributions to the motion picture industry. A new illustrated folder that describes in detail its many technical and operating advantages is yours for the asking.



The basic Westrex Editer, for use with film strips — vertical film handling method — faster and more practical.



The Westrex Editer features "projection viewing" on wall or screen without disturbing the adjustments of the normal optical system.

Research, Distribution and Service for the Motion Picture Industry

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FORMERLY WESTERN ELECTRIC EXPORT CORPORATION

Prominent Manufacturers

Here's a Complete Market Guide To Filling the Needs of Your Theatre

ADVERTISING ACCESSORIES

Filmack Trailer Co., 1327 S. Wabash, Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, 10 East 39th St., New York 16, N. Y.
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn.

AIR CONDITIONING EQUIPMENT

Air Cooling Eng. Co., 1119 Darrow St., Evanston, Ill.
Alton Mfg. Co., 1112 Ross Ave., Dallas, Texas.
American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., Amer. Wheelabrator Co., Mishawaka, Ind.
Buensod-Stacey, Inc., 60 E. 42nd St., New York, N. Y.
Chrysler Corp., Airtemp div., 1119 Leo St., Dayton 1, O.
Clarage Fan Co., 619 Porter St., Kalamazoo 16, Mich.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
Fairbanks-Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
General Electric Co., air conditioning div., 5 Lawrence St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air cond div.. 300 Taylor St., Dayton 1, O.
Governair Corp., Northwest 2nd St., Oklahoma City, Okla.
Lessner Benjamin Co., Inc., 4039 Orchard St., Philadelphia Pa
McQuay, Inc., 1600 Broadway, N. E., Minneapolis 13, Minn.
National Engineering and Mfg. Co., 519 Wyandotte St., Kansas City, Mo.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Reynolds Mfg. Co., 412 Prospect Ave., N.E., Grand Rapids, Mich.
Rexair div. Martin-Perry Corp., 1455 W. Alexis Rd., Toledo 1, O.
Trane Co., 206 Cameron Ave., LaCrosse, Wis.
Typhoon Air Conditioning Co., Inc., 505 Carroll St. Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul 8, Minn.
Westinghouse Electric Corp., Sturtevant div., 306 4th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Carbondale div., Harrison, N. J.
York Corp., York, Pa.
York-Shipley, Inc., York, Pa.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B., Engineering Corp., 114 E. 32nd St., New York 16, N. Y.
Electro-Aire Corp., 41-38 37th St., Long Island City 3, N. Y.
National Ozone Machine Co., Inc., 715 5th St., Shelbyville, Ind.
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York 3, N. Y.
Supreme Air Filter Co., 126 W. 21st St., New York 10, N. Y.

AMPLIFIERS

ALTEC-LANSING MFG. CO., 1210 Taft Bldg., Hollywood 28, Calif.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
Ballantyne Co., 1712 Jackson St., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Fidelity Amplifier Co., 703 Willow St., Chicago 14, Ill.
INTERNATIONAL PROJECTOR CORP., 92 Gold St., New York, N. Y.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
Radio Corp. of America, RCA Victor Div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 111 8th Ave., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 246-248 N. Clarion St., Philadelphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Acorn Sheet Metal Works, 625 W. Jackson Blvd., Chicago 6, Ill.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
American Fixture and Mfg. Co., 2300 Locust Blvd., St. Louis 3, Mo.
Apex Brass and Bronze Works, Inc., 116 Walker St., New York 13, N. Y .
Argus Mfg Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
Berezny Engineering & Mfg., 4208 Avalon Blvd., Los Angeles 11, Calif.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Butler Mfg. Co., 7400 E. 13th St., Kansas City, Mo.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
DIT-MCO, 729 Baltimore Ave., Kansas City, Mo.
Electronic Signal, 630 5th Ave., New York 20, N. Y.
GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
Goldberg Bros., 3500 Walnut St., Denver 1, Col.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago 40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
Lamolite Corp., 682 6th Ave., New York 10, N. Y.
Money-Meters, Inc., 17 Warren St., Providence, R. I.
Nielsen, Hecht, 1322 Congress St., Chicago 7, Ill.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Roval Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.
Sebring, A. G. Co., 2000 N. Oakley, Chicago, Ill.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, Inc., 234 W. 44th St., Room 504, New York, N. Y.
Helios Bio Carbons, Inc., 122 Washington St., Bloomfield, N. J.
NATIONAL CARBON CO., Inc., 30 E. 42nd St., New York 17, N. Y.

CARBON SAVERS

Cali Products Corp., 3719 Marjorie Way, Sacramento, Cal.
Droll Thea. Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Co., 4035 Spruce St., Philadelphia 4, Pa.
Hal I. Huff Mfg. Co., 659 W. Jefferson, Los Angeles 7, Cal.
Payne Prods. Co., 2451 W. Stadium Blvd., Ann Arbor, Mich.
Edw. H. Wolk, 1241 S. Wabash, Chicago 5, Ill.

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
Firth, Inc., 295 5th Ave., New York, N. Y.
Greater N. Y. Carpet House, Inc., 250 W. 49th St., New York 20, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Hotel and Theatre Carpet Co., 25 W. 32nd St., New York 1, N. Y.
Karaghensian, A. and M. Co., Inc., 295 5th Ave., New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedom, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans Sts., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave. at C St., Philadelphia, Pa.
Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.
Waite Carpet Co., Osbkosh, Wis.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill.
Sponge Rubber Co., Sheldon, Conn.
U. S. Rubber Co., 1230 6th Ave., N. Y. C., N. Y.

CASH CONTROL EQUIPMENT

(See BOXOFFICE EQUIPMENT)

CHAIRS

American School & Desk Co., Temple, Tex.
AMERICAN SEATING CO., 9th and Broadway, Grand Rapids 2, Mich.
Chicago Used Chair Mart, 820 S. State St., Chicago 5, Ill.
General Chair Co., 1308 N. Elston Ave., Chicago 22, Ill.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
IDEAL SEATING CO., 519 Ann St., N. W., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., 1480 Buchanan Ave., S. E., Grand Rapids, Mich.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B, Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17, O.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
Theatre Seat Ser. Co., 160 Hermitage Ave., Nashville, Tenn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

Theatre Seat Service Co., 160 Hermitage, Nashville, Tenn.

CHAIR UPHOLSTERING FABRICS

American Leatherex Corp., 629 Broadway, New York, N. Y.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Atlantic Mercantile Co., 109 W. 64th St., New York 23, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 180 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E. I. DeNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass.
Foster, F. A. and Co., 38 Chauncy St., Boston 11, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.

Market Guide—(Cont'd)

Manko Fabric Co., 114 E. 27th St., N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
National Plastic Products Co., Odenton, Md.
Pantasote Co., Inc., 444 Madison Ave., New York 22, N. Y.
Rayon Corp. of America, 350 5th Ave., New York I, N. Y.
Textileather Corp., 607 Madison Ave., Toledo 3, O.
Theatre Seat Service Co., 160 Hermitage Ave., Nashville, Tenn.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.
Weymouth Art Leather Co., South Braintree, Mass.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Cal.

COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CONFECTION STANDS

Calumet Coach Co., 11575 S. Wabash Ave., Chicago 28, Ill.
Columbus Show Case Co., 850 W. 5th Ave., Columbus 8, O.
General Mfg. Co., 1209 Castle at Fort Worth Ave., Dallas, Texas
Karl Hansen Co., 1600 Paydros St., New Orleans, La.
Master-Kraft Fixture Co., 434 N. Front St., Baltimore, Md.
Simplex Store Equip. Co., div., Grand Rapids Co., 25 Commerce St., S. W., Grand Rapids, Mich.
Supurdisplay, Inc., 1324 W. Wisconsin Ave., Milwaukee, Wisc.
Weber Showcase and Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Woodwork Corp. of America, 1432 W. 21st St., Chicago 8, Ill.

CROWD CONTROL EQUIPMENT

Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas

CUPS (Paper)

Dixie Cup Co., 24th and Dixie Ave., Easton, Pa.
Lily-Tulip Cup Corp., 122 E. 42nd St., Chin Bldg., New York 17, N. Y.

CURTAINS

(See DECORATION)

CURTAIN CONTROLS AND TRACK

AUTOMATIC DEVICES CO., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Jos. Vasconcellos, Inc., 43-15 Dutch Kills St., Long Island City 1, N. Y.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATION

Battisti Studios, 1564 Broadway, New York 18, N. Y.
Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Blank, Frederic and Co., Inc., 230 Park Ave., New York 17, N. Y.
BRODSKY, DAVID E. ASSOC., 242 N. 13th St., Philadelphia 7, Pa.
Dazian's, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service. 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Greiwe, Inc., 2426-32 Reading Rd., Cincinnati, O.

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29 BRANCHES • COAST-TO-COAST

Market Guide—(Cont'd)

Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Gull Industries, Inc., 1024 Keith Bldg., Cleveland 15, O.
Hansen, Joseph C. Co., 423 W. 43rd St., New York 18, N. Y.
Houston Scenic Studios, 7026 Sherman Ave., Houston, Texas
Kenney, Charles H., Studios, Inc., 1440 Broadway, New York 18, N. Y.
KNOXVILLE SCENIC STUDIOS, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
Manko Fabrics Co., 247-213 Jamaica Ave., Bellrose, L. I., N.Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. Mitchell, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
National Studios, 145 W. 45th St., New York 19, N. Y.
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 426-432 E. 91st St., New York 28, N. Y.
PARAMOUNT DECORATING CO., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Sebco, Inc., 1011 Curie Ave., Minneapolis, Minn.
Stevens, Frank W. Co., 544 Newbury St., Boston, Mass.
Synthetic Vision Corp., 9501 N. Main St., Dayton 5, O.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Theatre Production Service, 1430 Broadway, New York 18, N. Y.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19 N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DESKS AND OFFICE EQUIPMENT

Remington-Rand, Inc., 315 4th Ave., New York 10, N. Y.
Yawman and Erbe Mfg. Co., 1099 Jay Street, Rochester 3, N. Y.

DIMMER EQUIPMENT

(See SWITCHBOARDS)

DISPLAY FRAMES

Alto Mfg. Co., 1647 Wolfram St., Chicago 13, Ill.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Beach Co., The, Coshocton, O.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montebello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERIES

(See DECORATION)

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING CUPS

(See CUPS, PAPER)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Puro Filter Corp. of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N.Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Lundy, E. A., Inc., 420 Lexington Ave., New York 17, N. Y.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
TODD SHIPYARDS CORP., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Neumade Products Corp., 427 W. 42nd St., New York 18, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FLOODLIGHTS

(See LIGHTING FIXTURES)

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearney, N. J.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Marble Institute of America, 108 Forster Ave., Mount Vernon, N. Y.
Mosaic Tile Co., Zanesville, Ohio
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLOOR AND TABLE LAMPS

(See LIGHTING FIXTURES)

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 67 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Stroblite Co., 75 W. 45th St., New York 36, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

FOOTLIGHTS

(See LIGHTING FIXTURES)

FRONTS

Davidson Enamel Products Co., 450 E. Kibby St., Lima, O.
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Snead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

GENERATORS

Automatic Devices Co., 116 N. 8th St., Allentown, Pa.
Ballantyne Co., The, 1707 Davenport St., Omaha, Neb.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, O.
Imperial Electric Co., 84 Ira Ave., Akron, O.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, 8, N. Y.
Radio Corporation of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 267 Rhode Island Ave., E. Orange, N. J.

GLASS, STRUCTURAL

Libbey-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Prest-Glass, Inc., 8 E. 12th St., New York, N. Y.

HAND DRYERS

Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
ELECTRIC-AIRE ENGINEERING CORP., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

Market Guide—(Cont'd)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATERS (IN-CAR)

Arvin Industries, Columbus, Ind.
Thermolater Co., 1628 Victory Blvd., Glendale, Calif.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

ICE CUBE MAKERS

Baker Refrigeration Corp., South Windham, Me.

INSECT CONTROL SYSTEMS

Drtjen Corp., 303 W. 42nd St., New York.
Dyna Fog Corp., Dayton Municipal Airport, Dayton, O.
Magic Fog, Inc., Cissna Park, Ill.
TODD SHIPYARDS CORP., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

INSULATION, ACOUSTICAL-THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio.
Hall, G. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATING TELEPHONES

R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
Holcomb, J. 1. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horu, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
Kinner Products Co., E. Broad St., Pataskala, O.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

LADDERS

American Ladder Co., 5235 S. Keeler Ave., Chicago, Ill.
Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co., 595 5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sharlin Bros., 115 Ewing St., Trenton, N. J.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Tung-Sol Lamp Works, Inc., 95 8th Ave., Newark 4, N. J.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bell & Howell Co., 7100 McCormick, Chicago 14, Ill.
Walter Futter, 511 5th Ave., New York 17, N. Y.
General Scientific Corp., 5151 W. 65th St., Chicago 38, Ill.
Ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
KOLLMORGEN OPTICAL CORP., 2 Franklin Ave., Brooklyn 11, N. Y.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
PROJECTION OPTICS CO., INC., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RCA Theatre Equipment Div., Camden, N. J.
Wollensak Optical Mfg. Co., 850 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill.
Black, M., Mfg. Co., 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Grimes Mfg. Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Major Equip. Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spero Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scenic Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

LIGHTING (DRIVE-INS)

Ballantyne Co., 1712 Jackson, Omaha, Nebr.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.



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Market Guide—(Cont'd)

Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
DAWO CORP., 145 N. Erie St., Toledo 2, Ohio
DIT-MCO, INC., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 116 Walker St., New York 13, N. Y.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St., Bloomfield, N. J.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

MAGAZINES

CENTURY PROJECTOR, 729 7th Ave., N. Y. C., N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
Ballantyne Co., 1712 Jackson, Omaha, Nebr.
Forest-Harrison, Inc., 122 Washington St. Bloomfield, N. J.
Goldberg Bros., 3500 Walnut St., Denver, Colo.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Radio Corporation of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Strobl Dodge, P. O. Box 24, Cinn. 30, O.
Wenzel Projector, 2505 S. State, Chicago, Ill.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill.

MARQUEES

(See SIGNS AND MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Brabrook, A. N., 424 Madison Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 MePherson Hwy., Freemont, O.
Goodyear Tire and Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Lorraine Rubber Engineering Corp., 286 Fifth Ave., New York 1, N. Y.
Musson R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

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1678 SUMMIT LAKE BLVD., AKRON, OHIO
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MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MURALS

(See DECORATION)

ORNAMENTAL METALWORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PAINT

First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.
Pabco Products, Inc., 475 Brannan St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

PLAYGROUND EQUIPMENT (Drive-Ins)

Allan Herschell Co., North Tonawanda, N. Y.
AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Bally Mfg. Co., 2640 Belmont, Chicago 18, Ill.
Burke, J. E., Co., Fond du Lac, Wis.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., K. C., Mo.
Everwear Mfg. Co., Springfield, Ohio.
Ewart, H. E., Co., 707 E. Greenleaf St., Compton, Cal.
Exhibit Supply Co., 4218 W. Lake St., Chicago 24, Ill.
General Playground Equipment Co., 1133 S. Courtlandt, Kokomo, Ind.
Gunyon Enterprises, N. Columbus St., Frankfort, Ind.
Hill Playground Equipment Co., Grand Prairie, Texas.
Jill Gym Co., 410 Missouri Ave., Ft. Worth, Texas.
King Amusement Co., Mt. Clemens, Mich.
MINIATURE TRAIN CO., Renssalaer, Ind.
MIRACLE EQUIP SALES CO., Grinnell, Iowa.
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
National Amusement Device Co., 39 Hatfield Ave., Dayton 7, O.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.
Recreation Equipment Co., 724 W. 8th St., Anderson, Ind.
Standard Kiddie Ride Co., 201 E. Broadway, Long Beach, L. I., N. Y.
Standard Playground Equipment Co., Anderson, Ind.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.

POPCORN MACHINES

ABC Popcorn Co., 3441 W. North Ave., Chicago 47, Ill.
American Popcorn Co., Sioux City 6, Iowa.
Atkins Popcorn Co., 1014 S. Lamar St., Dallas, Tex.
Auto-Vend, Inc., P. O. Box 5998, Dallas, Tex.
Blevins Popcorn Co., P. O. Box 278, Nashville 2, Tenn.
Cretors, C. and Co., 630 W. Cermak Rd., Chicago, Ill.
Dunbar and Co., 2652 W. Lake St., Chicago 12, Ill.
Farmer Boy Corn and Equip. Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
Geisler, J. R. and Assoc., 8804 Hollywood Blvd., Hollywood, Cal.
Gold Medal Products Co., 318 E. 3rd St., Cincinnati 2, O.
I and N Popcorn Specialties, 1451 W. 69th St., Chicago, Ill.
Krispy Kist Korn Machine Co., 120 Halsted St., Chicago 6, Ill.
Long-Eakins Co., 27 Primrose Ave., Springfield, O.
MANLEY, INC., 1920 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Pronto Popcorn Sales, Inc., 702 Beacon St., Boston, Mass.
Salkin, M. A., 1325 S. Wabash St., Chicago, Ill.
STAR MFG. CO., 6300 St. Louis Ave., St. Louis 20, Mo.
Supurdisplay, Inc., 1324 W. Wisconsin Ave., Milwaukee, Wis.
Viking Popcorn Machines, Inc., 1001 N. Vermont Ave., Los Angeles 27, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

POPCORN SUPPLIES

American Popcorn Co., Sioux City 6, Iowa
Best Foods, Inc., 1 East 43rd Street, New York 17, N. Y.
Capital City Prods., West 1st and Perry, Columbus, Ohio.
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
E. F. Drew & Co., Inc., 15 E. 26th St., New York 19, N. Y.
Farmer Boy Corn & Equipment Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
MANLEY, INC., 1920 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Rex Specialty Bag Corp., 101 Onderdonk St., Brooklyn 6, N. Y.
C. F. SIMONINS SONS, INC., Belgrade and Tioga Sts., Philadelphia, Pa.

POPCORN WARMERS

(See POPCORN MACHINES)

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Forest-Harrison, Inc., 207 Railroad Ave., Harrison, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

PROJECTOR INTERLOCKS

Ballantyne Co., 1712 Jackson Ave., Omaha, Nebr.
CENTURY PROJECTOR, 729 7th Ave., N. Y. C., N. Y.
MOTIOGRAPH, INC., 4431 W. Lake, Chicago, Ill.
Natural Vision Corp., 1710 N. LaBrea, Hollywood Calif.

PROJECTORS, 35mm.

Ballantyne Co., 1712 Jackson St., Omaha, Nebr.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
LaVezzi Machine Works, 4635 W. Lake St., Chicago 44, Ill.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Phillips Projector Co., Eiadhoven, Holland
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
S.O.S. Cinema Supply, 602 W. 52nd St., New York 19, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16 Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

PROJECTORS, 16mm.

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
RCA, Camden, N. J.
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia.

RECTIFIERS

AMERICAN SELECTIFIER DIV., NORPAT SALES, 113 W. 42nd St., New York, N. Y.

Market Guide—(Cont'd)

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Continental Electric Co., 715 Hamilton St., Geneva, Ill.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
Garver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp., 86 Shipman St., Newark 2, N. J.
J. E. ROBIN, 267 Rhode Island Ave., E. Orange, N. J.
Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Revall Mfg. Co., 5217 Euclid Ave., Cleveland 3, Ohio.
Richardson-Allen Corp., 15 W. 20th St., New York 11, N. Y.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Cal.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Griswold Machine Works, Port Jefferson, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Neumade Prods. Co., 427 W. 42nd St., N. Y. C., N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. StateSt., Chicago 16, Ill.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
Heyer-Shultz, Inc., 89 Orange Rd., Montclair, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.

REFRIGERATION UNITS (FOOD, CANDY, ICE CREAM)

Baker Refrigeration Corp., South Windham, Me.
General Electric Co., air cond. div., 5 Lawrence St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Mills Industries, 4110 W. Fullerton Ave., Chicago, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Reco Products Corp., refrigeration engr. div., 2020 Naudain St., Philadelphia, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

REVERSIBLE COLLARS

Reversible Collar Co., 111 Putnam Ave., Cambridge, Mass.
Troy Novelty Co., 5 Union St., Troy, N. Y.

REWINDS

(See REELS)

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburgh, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

Ballantayne Co., 1707 Davenport St., Omaha, Neb.
Bodde Screen Co., 8829 Venice Blvd., Los Angeles 34, Calif.
Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago 39, Ill.
Hurley Screen Co., 96-17 Northern Blvd., Corona, L. I., New York.
National Theatre Screen Refinishing Co., 129 Zenner St., Buffalo 11, N. Y.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Nu-Screen Corp., 1501 Broadway, New York 18, N. Y
Perkins Theatre Supply, 505 Pearl St., Buffalo, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
J. E. ROBIN, INC., 267 Rhode Island Ave., East Orange, N. J.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.
Trans-Lux Corp., 1270 Avenue of the Americas, New York, N. Y.
THEATRE EQUIPMENT CO. OF AMERICA, 1206 Cherry St., Toledo, O.
Walker-American Corp., 2665 Delmar Blvd., St. Louis 6, Mo.
WILLIAMS SCREEN CO., 1620 Summitt Lane Blvd., Akron, O.

SCREEN FACINGS (DRIVE-INS)

Ballantyne Co., 1707 Davenport St., Omaha, Neb.
DIT-MCO, 505 W. 9th St., Kansas City 5, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Manco Vision, Box 8, Butler, Wis.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Poblocki & Sons, 2159 S. Kinnickinnie Ave., Milwaukee, Wis.

SCREEN FRAMES

Arteraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha, Nebr.
H. R. Mitchell & Co., Hartselle, Ala.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
KNOXVILLE SCENIC STUDIOS, 609 Phillips Ave., Knoxville 4, Tenn.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

SCREEN RESURFACERS (INDOOR—DRIVE-INS)

DIT-MCO, 505 W. 9th St., Kansas City 5, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
National Theatre Screen Resurfacing, 129 Zenner St., Buffalo, N. Y.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
Open-Air Development Corp. of America, 82 Newbury St. Boston 16, Mass.
Protective Coatings, 807 N. Freemont, Tampa, Fla.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
Tnemec Co., 124 W. 23rd St., North Kansas City, Mo.
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, Ohio.
VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.

SCREEN TOWERS (DRIVE-INS)

Ballantyne Co., 1707 Davenport St., Omaha, Nebr.
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
Drive-In Construction, Inc., 475 5th Ave., New York, N. Y.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Kawneer Co., 1105 Front St., Niles, Mich.
Mesker, George L., Steel Corp., Evansville, Ind.
Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wisc.
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
Selby Industries, 1350 Ghent Rd., Medina, O.
SIGNS, INC., 48 Geneva St., Boston 21, Mass.
THEATRE EQUIPMENT CO. OF AMERICA, 1206 Cherry St., Toledo, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Ore.

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CAN GIVE 5 STAR PROJECTION

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SUPER-HILUX f/1.0*

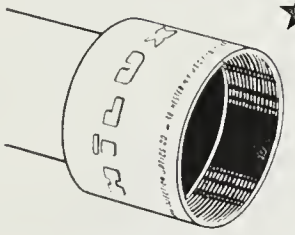
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Market Guide—(Cont'd)

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Ardley, 1010 Castle Hall Ave., New York 72, N. Y.
Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
Beach Co., Coshocton, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
DAWO CO., 145 N. Erie St., Toledo 2, O.
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS AND MARQUEES

Adler Silhouette Letter Co., 3021 W. 36th St., Chicago 32, Ill.
Artcraft-Strauss Sign Co., 830 12th Ave., New York, N. Y.
DRIVE-IN THEATRE MFG. CO., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinniekinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
SIGNS, INC., 48 Geneva St., Boston 21, Mass.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Triple-S Supply Co., 206 First St., San Francisco, Cal.
WAGNER SIGN SERVICE, Inc., 218 S. Hoyne Ave., Chicago 12, Ill.

SLIDES

NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

SOUND EQUIPMENT

Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
Atlas Sound Corp., 1451 39th St., Brooklyn 18, N. Y.
ALTEC LANSING MFG. CO., 1210 Taft Bldg., Hollywood 28, Calif.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, O.
Bishop-Greene, 1028 Industrial Blvd., Dallas, Tex.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
Dayton Acme Co., 930 York St., Cincinnati 14, O.
EPRAD, 1206 Cherry St., Toledo, O.
Fairchild Recording Equipment, Motion Picture Sound Div., Whitestone 57, N. Y.
Fine Sound, 711 5th Ave., New York, N. Y.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
INTERNATIONAL PROJECTOR CORP., 55 La France Ave., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasyne Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Cal.
Operadio Mfg. Co., St. Charles, Ill.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 330 W. 42nd St., New York 18, N. Y.
S.O.S. Cinema Supply, 602 W. 52nd St., New York, N. Y.
Stelma Electronics, 389 Ludlow St., Stamford, Conn.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

SOUND EQUIPMENT SERVICE

ALTEC SERVICE CORP., 161 6th Ave., New York 13, N. Y.
RCA SERVICE CO., Camden, N. J.

SPEAKER CORDS, CABLES

General Electric Co., Electronic Dept., Syracuse, N. Y.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Koiled Kords, Inc., 1565 Dixwell Ave., New Haven, Conn.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Insulated Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney Blake, Box K, Hamden, Conn.

SPEAKER WIRE, CABLES
(Formerly Coiled Speaker Wires)

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPEAKERS (IN-CAR)

Autocrat, Inc., P. O. Box 37, Dayton View Station, Dayton, O.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
DAWO CO., 145 N. Erie St., Toledo 2, O.
Diecast Aluminum Speakers, Inc., 2027 S. 2nd St., St. Louis 4, Mo.
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
EPRAD, 1026 Cherry St., Toledo, O.
G. E. Electronic Div., Syracuse, N. Y.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
Jensen Mfg. Co., 6601 S. Laramie, Chicago 38, Ill.
Minneapolis Speaker, 2312 Cedar Ave., Minneapolis, Minn.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York, N. Y.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflux Corp., 4900 W. Grand, Chicago 39, Ill.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
Quam Nichols, 33rd Place and Cottage Grove, Chicago 16, Ill.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
ROBIN, J. E., INC., 330 W. 42nd St., New York 18, N. Y.
Tarrytown Metalcraft Corp., Tarrytown, N. Y.
THEATRE EQUIPMENT CO., 1206 Cherry St., Toledo, O.
Theatrecraft Mfg. Corp., 1878 E. 18th St., Cleveland 14, O.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles, Calif.
WESTREX CORP., 111 8 Ave., New York.

SPEAKER POSTS (DRIVE-IN)

DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPEAKER RECONING

Ballantyne Co., 1707 Davenport St., Omaha, Nebr.
DAWO CORP., 145 N. Erie St., Toledo 2, Ohio
DIT-MCO, 505 N. 9th St., Kansas City 5, Mo.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Minneapolis Speaker Reconing Co., 2312 Cedar Ave., Minneapolis, Minn.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago 24, Ill.
WESTERN ELECTRONIC CO., 3311 Houston Ave., Houston, Tex.

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamaica 35, N. Y.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

AUTOMATIC DEVICES CO., 116 N. 8th St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vasconcellos, Joseph, Inc., 43-15 Dutch Kills St., Long Island City 1, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING FIXTURES)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

American Mat Corp., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

STEREOPTICONS

GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

THEATRE TELEVISION

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
General Precision Labs., 63 Bedford Rd., Pleasantville, N. J.
MOTIOGRAPH, INC., 4431 W. Lake St., Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Paramount, Inc., 1501 Broadway, New York, N. Y.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Asbury Park, N. J.

TICKET CHOPPERS

GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Keller Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TILE STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N.J.
Arketex Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station B,

Projection Arc Lamps

(*Continued from page PT-10*)

side doors, as well as the support for the sheet-metal top.

The large size of the side doors and the fact that the rear cover door of the lamp is "slip-hinge" mounted, makes accessibility to the burner mechanism a simple matter.

As constructed, the arc-burner mechanism, including the carbon-feeding mechanism blower unit, and motor are a complete unit and held in position inside of the lamphouse by one screw at the rear and a threaded stud at the front end. It is said to be completely removable with a minimum of effort.

Excelite 135

The Excelite 135 offered by National Theatre Supply is said to be most economical in terms of carbon and current consumption for producing screen illumination in the range of 20,000 to 25,000 lumens.

This lamp has simple construction. With individual motors each feeding one carbon, the feeding arrangement is simplified to a great extent, and does not necessitate any kickoff feed device from one carbon to the other such as ball clutches or other methods of taking the variable feed for both carbons off one motor.

With its greatly expanded light output the Excelite 135 makes use of a heat filter as standard equipment. The dichroic type filter employed makes use of numerous interference layers which are deposited by a vacuum process on pyrex glass, and which have the peculiar property of selectively reflecting unwanted heat portions of the energy from the aperture. The point where it becomes necessary to insert the filter in the beam to project the film varies with the individual projector and with the type of film that is being projected. It is suggested, however, that for amperages of 110 or above, the use of this filter is mandatory to insure against film damage.

The design of the Excelite is such that it is very easy to keep the lamphouse clean from soot and carbon ash. The entire rear door of the lamphouse swings open and the entire bottom of the lamp can be brushed out through the rear door so that any carbon ash deposit which collects in the base of the lamp can be swept out without any danger of sweeping it into the interior mechanism of the lamp, and possibly causing feeding difficulty.

Beyond the fact that it makes for easy interchangeability of the various elements, so as to burn different currents in the lamp, unit construction permits easy removal of the elements for inspection in servicing. The operator is able to remove any part and interchange it with similar units from a spare lamp, or to make quick repairs on bench where the operator can get at the seat of the trouble without the necessity of taking the whole lamp apart.

RCA Wide Arc

The RCA Wide Arc lamp operates with a 9mm., 10mm., or 11mm. standard positive carbon, or with a Hitex 10mm. positive carbon. The positive carbon rotates at the rate of 15 revolutions per minute, providing maximum arc stability.

Features of this lamp include special cooling devices, large 16-inch diameter reflector, feed mechanism with rotating motion of the positive carbon, accurate positioning controls, and convenient dowser control handles.

The lamp can be used with any type of theatre projector. For operation above 100 amperes, it employs a unique heat reflecting glass with a motor-driven fan, assembled in a convenient housing which is mounted between the arc lamp and the shutter housing. The lamp system also employs a water circulator which operates directly from the arc voltage. When DC power is supplied to the arc lamp, the water circulator starts automatically.

Heat generated by the Hitex carbons is dissipated from the lamphouse by low stack assembly located immediately above the arc flame. This keeps both the reflector and the inside of the lamp free of combustion dust. A series of screened ventilating holes in the lamphouse base suck in cool air which instantly forces out heat, dust, and ash without interference with the arc flame stability, the manufacturer stated.

Dowser control handles are provided on both sides of the lamp at the end toward the screen. Horizontal and vertical carbon adjustments are located on the rear of the lamp. Simple adjustment knobs permit accurate vertical and lateral positioning of the reflector.

Strong Super 135

According to the manufacturer the Strong Super 135 was designed especially for the increased light demands of the wide screen systems of projection.

An Infra-Ban Beam Cooler unit, positioned in the path of the light beam, permits the free passage of the visible light rays while diverting the heat rays away from the aperture and back into the lamphouse from which heat is automati-

(*Continued on page PT-24*)

Market Guide—(Cont'd)

Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, FEATURE AND SPECIAL

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.
Welgot Trailer Service, 630 9th Ave., New York 19, N. Y.

TURNSTILES

Perey Turnstile Co., Inc., 101 Park Ave., New York 17,N.Y.

UNDERGROUND CABLE (DRIVE-INS)

Ballantyne Co., 1707 Davenport St., Omaha, Nebr.
Crest Wire, 113 W. 42nd St., New York, N. Y.
DIT-MCO, 505 W. 9 St., Kansas City 5, Mo.
First American Products, Inc., 1717 Wyandotte St., Kansas City 8, Mo.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney-Blake Co., New Haven, Conn.

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 New Park Ave., Hartford, Conn.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.
Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

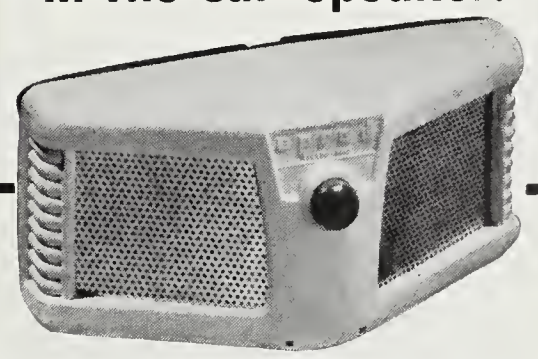
VIEWERS, 3-D

Polacoat Co., Cincinnati, Ohio.
Pola-Lite Co., 19 Rector St., New York, N. Y.
Polaroid Corp., 730 Main St., Cambridge 39, Mass.
National Film Service, 630 9th Ave., N. Y. C., N. Y.
NATIONAL THEATRE SUPPLY, 92 Gold St., N. Y. C., N. Y.
Radio Corp. of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

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With the new "Stereo 2" you can give your patrons Stereophonic Sound effects—ECONOMICALLY. A new concept of binaural sound, bringing all three channels through two 3½" cones in one speaker case. Many drive-ins with single-coned speakers can now add Stereophonic Sound without rewiring ramps.

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Two-way speaker same size and weight as standard speaker. Mounts on rear-view mirror, top of dash, ash tray or window.

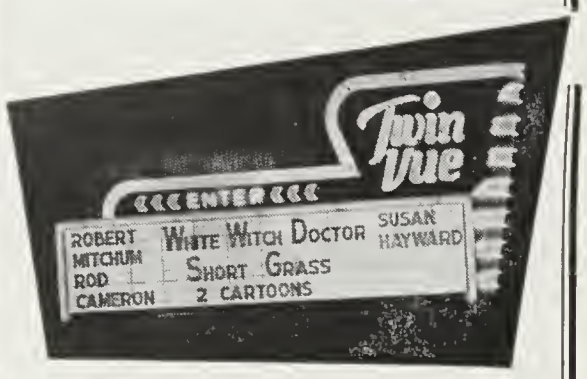
Also available: "The Star"—$5.50, "Universal"—$7.60, "Stereo 3"—$14.75, and the famous "Glow-Top" illuminated junction box.

ELECTRICAL PRODUCTS RESEARCH eprad AND DEVELOPMENT COMPANY

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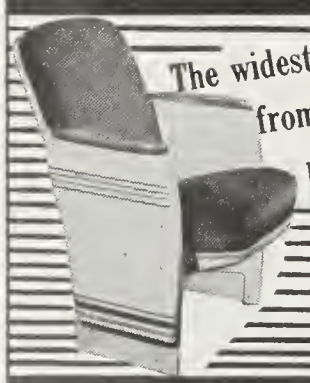
★ **Curtain Tracks.** The heavy duty SILENT STEEL for lengths over 36 feet. BESTEEL for medium weight curtains up to 36 feet. FENESTEEL drapery track for long windows up to 36 feet. CURVED TRACK especially designed for CinemaScope; in medium and heavy duty models.

★ **Curtain Machines.** Automatic and Manually operated "Stop, Start and Reverse" controls with limit switches. Autodrape, Silver Service and Hercules standard controllers, and lift machines.

For more information
... write Dept. PT-1

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IDEAL SEATING COMPANY
Grand Rapids, Mich.

Horizontal VV Uses A Curved Aperture System

NEW YORK—The question of curved versus flat screens appears to be looming once again as Paramount Studios suggested the use of a curved screen and a curved aperture system, particularly for the showing of horizontal VistaVision, at a press conference held in the Paramount Theatre last week.

The new aperture system was said to be curved at the top and the bottom of the aperture plate, which will still remain flat. Frank LaGrande, of the Paramount Studios research department, said that the curved screen, aperture, and masking creates an *illusion* of a deep curve and helps to create a strong feeling of audience participation. It was suggested that the curvature be equal to the projection throw, or 1.2 times the projection throw.

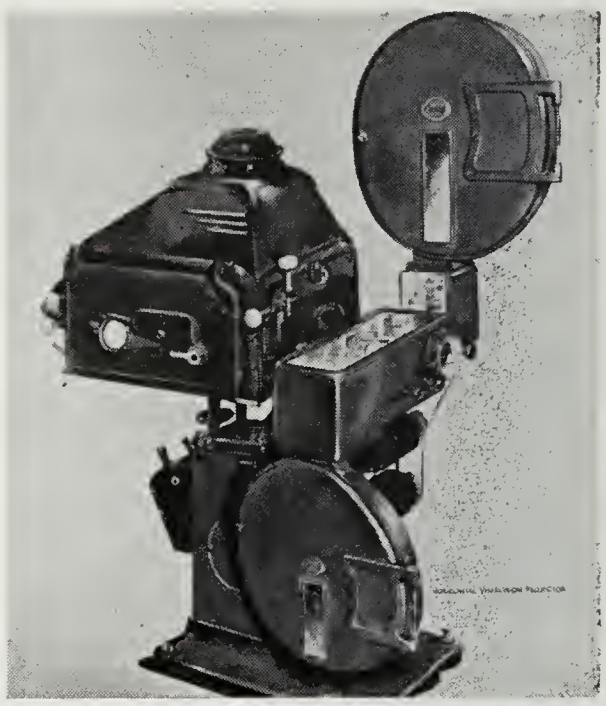
At the present time the Paramount is undergoing alterations in order to be able to present horizontal VistaVision. Robert Shapiro, the theatre's managing director, revealed that it was necessary to take six feet off each side of the proscenium. The screen will be set back 12 to 15 feet from its present location and will have a curve of six to eight feet across the chord line. When completed the screen, which is being made by Raytone, will present a picture 35 by 64 feet.

When questioned about costs, Shapiro replied that while specific figures weren't available he expected the changes to run about $100,000. He also said that because of a balcony overhang the new installation will probably mean the loss of some orchestra seats.

In a discussion of the horizontal projectors LaGrande said that at the present time a set of projectors would cost $10,000 to $12,000, but he emphasized that this price would drop if the projectors were put on a production line basis. The double-frame projectors were said to take the same floor area and portholes as a standard projector. They use standard pedestals, standard lamphouses and 5,000 foot magazines which are mounted vertically in the usual manner, only the film passes horizontally through the projector.

LaGrande revealed that "Strategic Air Command," which is scheduled to open at the Paramount April 20, will use the standard single horn optical sound system. He pointed out, however, that since the sound recording and reproduction will be at 180 feet per minute in place of the normal 90 feet per minute, that the quality will be greatly improved. It was indicated that the use of directional sound was not being bypassed, and will be incorporated into the double-frame projection system as soon as the problems involved can be solved.

Although most of the discussion centered about the horizontal presentation of VistaVision, Jerry Pickman, Paramount Studios vice-president of advertising and publicity, made it clear that the company expects only a few very large first-run houses to be able to utilize this method, and that the standard VistaVision print would be equally as effective in the smaller theatres. Pickman also said that while it is suggested that the curved aperture system and screen be used, it was not mandatory.



View of the double-frame projector used in the presentation of horizontal VistaVision system.

Projection Arc Lamps

(*Continued from page PT-23*)

cally withdrawn by a mechanically induced air flow out through the stack.

The position of the positive arc crater is automatically maintained at the exact focal point of the reflector by means of the Strong Lightronic crater positioning system. The positive and negative carbons are advanced by separate motors. Once the arc has been struck, the crater positioning and the gap length are automatically maintained without manual adjustment.

The lamphouse measures 35 inches long by 24 inches wide by 28 inches high. This large space of 20,000 cubic inches combines with forced air cooling of the positive carbon feeding mechanism to assure low operating temperatures within the lamphouse even when burned at high amperage.

Two major improvements were recently announced by the manufacturer of the Super 135. It is now possible to obtain this lamp with a new 18-inch diameter f/1.7 reflector for use in theatres with f/1.8, f/1.7, or f/1.5 objective systems and projectors cleared for high-speed optical systems. Naturally, the lamp will also continue to be available with its regular 16½-inch diameter f/1.9 reflector.

With this new reflector and matching high-speed objective lens system, 31,000 lumens can be projected through a standard aperture or 38,000 lumens through a CinemaScope magnetic sound aperture using 10mm. Hitex carbons, while drawing 135 amperes.

All Super 135 lamps, with either size reflector, will be available for 9, 10, or 11mm. regular trims, as well as 10mm. Hitex operation. The lamps will also be equipped with a new ventilated reflector frame to insure cool operation of the reflector and rear section of the lamp, even at extreme angles of projection.

The second improvement is a special blower fan for keeping the Infra Ban Cooler at a lower operating temperature by removing light energy trapped in the filter itself.

Chemistry Goes To The Drive-In

(*Continued from page PT-12*)

Uniform coverage is essential. Areas missed by the sprayer may show normal growth unless roots extend into the treated area. Usual recommendations are one pound per 1,000 square feet or about 40 pounds per acre to achieve control for one season or longer. Where hard-to-kill weeds such as established deep-rooted perennials are present, or where longer control is desired, up to twice this dosage may be necessary.

Precautions With Weed Killers

With all herbicides, certain precautions are necessary. Do not spray weed killers on or near valuable plants or trees or in areas into which their roots may extend. Do not treat locations from which the chemicals may be washed into areas where roots of desirable plants may come in contact with the chemical. Apply chemicals with care to prevent the spray or dry powder from difting onto lawns, shrubbery, gardens, trees, or cropland. When working around irrigation systems, be careful not to contaminate the water with weed killer.

Weed killers may also contaminate fertilizers, insecticides, fungicides, or seeds, so they should be kept separate—in storage and in use. Sprayers which have been used for weed killers should not be used for spraying insecticides. fungicides or fertilizers on crops, ornamentals, lawns, etc. After you have used a "soil sterilant," be sure to clean the tank, pump and all lines, booms, and nozzles before using the same equipment to apply other weed killers to crops, lawns, or ornamentals.

In the hands of qualified applicators, chemical weed killers have become an important tool in sanitation and maintenance. They do a thorough job with minimum labor cost.

Chemical Fly Swatters

When DDT was released for civilian use after World War II, drive-in managers were among those who thought the fly and mosquito problem was over. A few puffs of this magic stuff seemed enough to keep the grounds free of flies, mosquitoes, and even ticks and other insects for most of the season.

But it soon turned out that chemicals were no substitute for good sanitary practices. Both flies and mosquitoes began to show natural resistance to DDT and some related chemicals. It took heavier dosages to do the job, and still the bugs came back faster than they had in the beginning.

Some new and more potent chemicals are on the horizon, but they are only in the experimental stage. Meanwhile, what can you do around your theatres to keep down flies and mosquitoes?

The first place to tackle fly and mosquito problems is at the breeding places. By cleaning up breeding places, you cut down the number of insects that have to be killed during the season—and make the job easier.

Houseflies breed in decaying organic matter. Because of their liking for unwholesome breeding places, they spread germs and filth in alarming measure. But flies can be reduced substantially by good "policing." Cleaning up all refuse promptly and burning or burying it eliminates the most common source of fly infestation. Rubbish piles, garbage, and dumps should be covered up. It is particularly important to keep the area clean around refreshment stands and food storages.

It would also be worthwhile to insist on control of any fly-producer like a dump within several blocks of an outdoor theatre, and by all means, explore the immediate vicinity for small "sneak" breading spots.

Mosquitoes Need Water

As for mosquitoes, it is well known that they lay their eggs where moisture conditions are most likely to be favorable for development of later stages in the life cycle. There is a period of a week or so in their lives, when mosquitoes cannot live without water. For this reason, elimination of standing water has long been stressed as one of the most important measures in mosquito control. Standing water does not necessarily mean acres of swampland. It includes water that may collect in empty tin cans in the trash pile, adjacent stagnant ditches, in puddles throughout the parking area, and in cisterns and rain barrels.

Where standing water cannot be eliminated, some other control measure is necessary. Covering the surface with oil is probably the oldest method of controlling mosquito larvae in water. More recently DDT, particularly in an oil carrier, has been widely used for water surface applications to destroy larvae and kill adult mosquitoes as they emerge.

In Dallas, Texas, the City Health Department has had good results in controlling mosquito larvae with an emulsion concentrate containing 24 per cent methoxychlor—one pint in five gallons of water. The same formulation also has given good kill among flies that were known to be resistant to DDT.

The U. S. Department of Agriculture has also reported that a long-lasting DDT spray, applied to trees, bushes and grass in an outdoor area will cut down the number of mosquitoes during daylight hours for several weeks, while quick-killing pyrethrum or allethrin "space" sprays will control the pests during early evening when they are continuously flying.

Drive-In Buildings

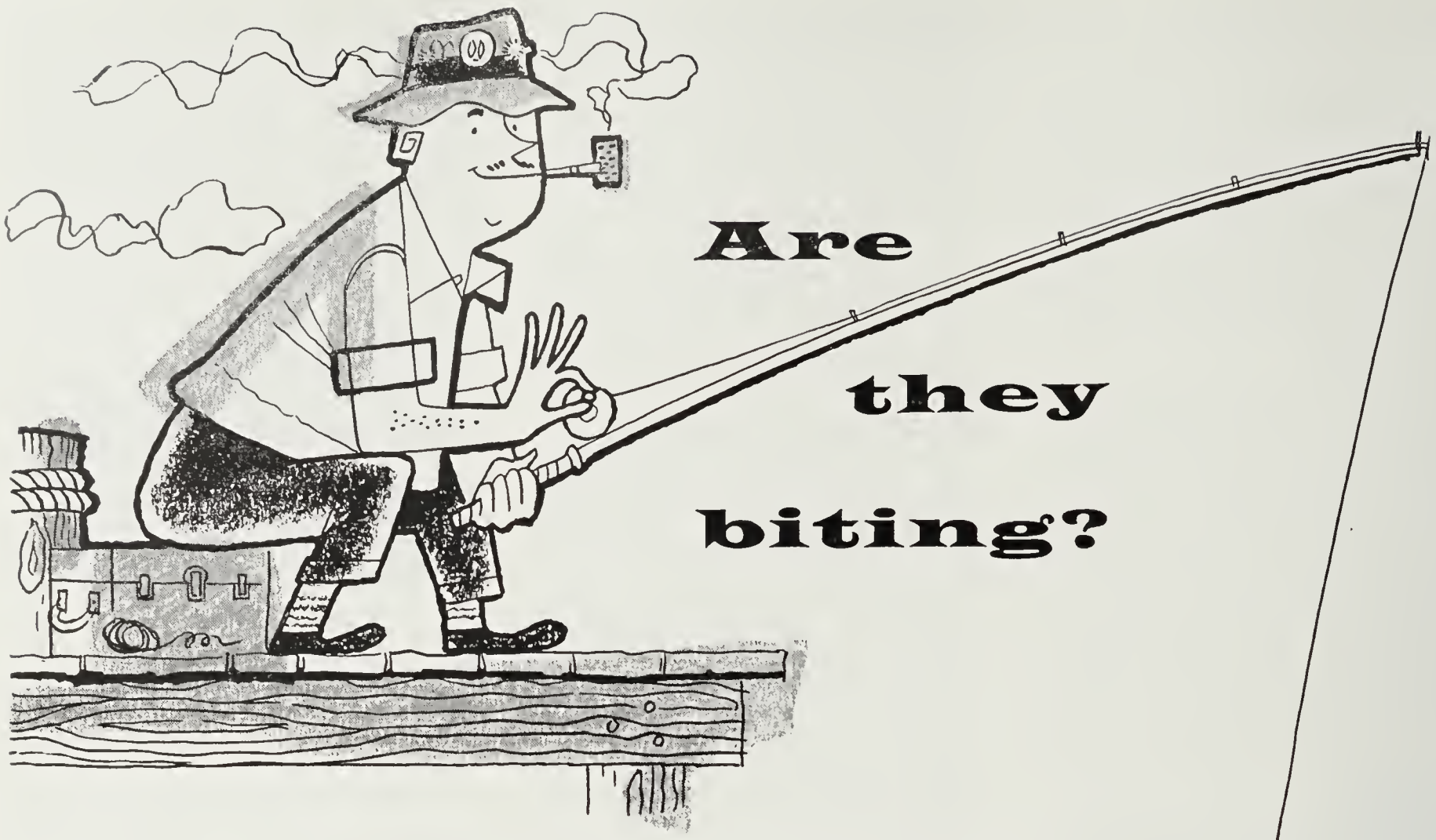
For refreshment stands and other buildings on the theatre grounds, screens on doors or windows are the most practical way to keep insects out. But they will not do the whole job. That's where chemical sprays help. For indoor spraying, a powder formulation of methoxychlor is one of the safest residual insecticides for fly control. (It is available in two formulations—a 50 per cent wettable powder and a 24 per cent emulsifiable oil.) Use three to four pounds of the wettable powder in ten gallons of water.

Fogging machines, vaporizers and other high-speed insecticide applicator units are specialized machinery, and should be set up and operated by experts. Chemicals for this type of equipment should be selected on the basis of safety to your employes and your audiences, as well as on their effectiveness against insects.

If the grounds are put in good shape at the beginning of the season, and good sanitation practices are carried out throughout the season, you can usually count on "chemical fly swatters" to do their part of the job.



This photograph offers an example of how one treatment with "Televar" weed killer cleaned up weeds and grass along a fence similar to the type found in many drive-ins. Results were swift and sure.



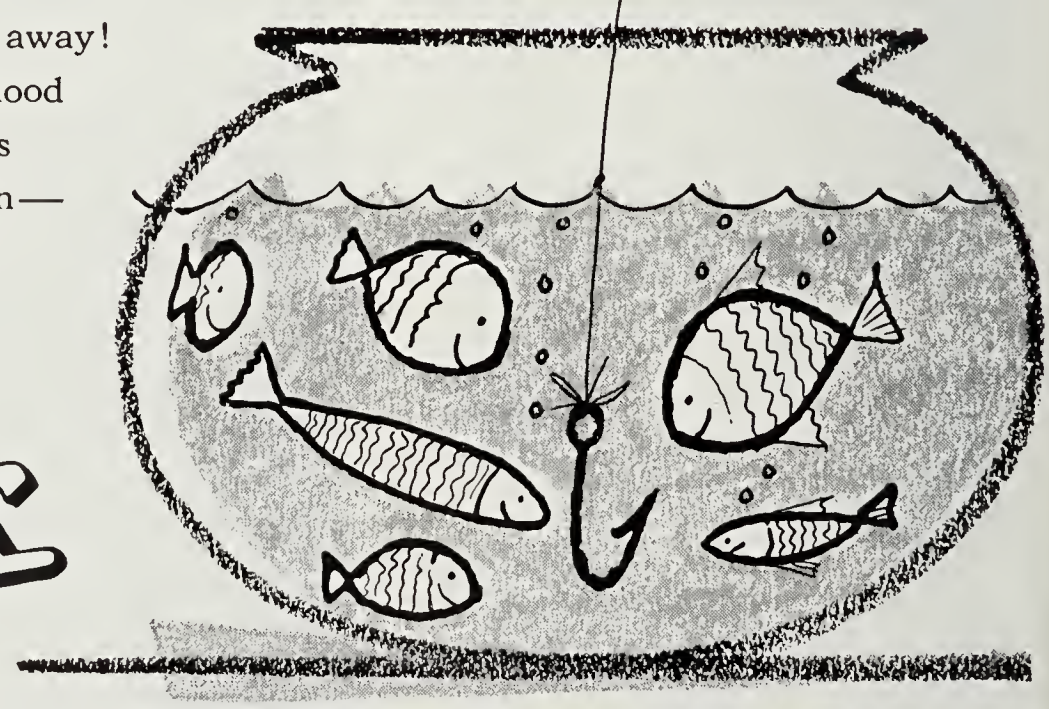
Are they biting?

The angler who's fishing in a bowl *knows* the fish are there—all he has to do is make 'em bite!

The exhibitor who plays wide screen films with directional sound is in the same "boat": he *knows* the market is there—all he has to do is make this market bite!

An outdated sound system is not sufficient "bait" for your patron. Although you hold out a tempting attraction, you won't "land" him with a system that's obsolete and lacks the magnetic appeal of true stereophonic sound!

Don't let the "big ones" get away! Make a big splash in your neighborhood by showing *all* the top money-makers the way they were meant to be shown—in exciting, high-fidelity stereophonic sound! Show them at their best—show them with a



Simplex T.M. REG U.S. PAT. OFF.

STEREOPHONIC SOUND SYSTEM

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • DISTRIBUTED BY NATIONAL THEATRE SUPPLY

SUBSIDIARIES OF GENERAL PRECISION EQUIPMENT CORPORATION

NEWS OF THE Territory

BRANCHES

Atlanta

Paul Hargette, Columbia, Jacksonville branch manager, has returned there after a visit in connection with their drive, which ends June 23. . . . Jimmy Frew, U-I district manager, was back from Jacksonville. . . . Gene Chase, vice-president, Pioneer Theatres, Jefferson, Iowa, has returned there after a vacation spent in Florida.

George Hoffman, sales representative, National Screen Service, was given a surprise luncheon at the Variety Club, headed by district manager Charles Lester. He was presented with a plaque in appreciation of his 24 years with the company. . . . Jack Weiner, MGM publicity man, was in following his release from a Jacksonville hospital, where he has been as a result of injuries received in an automobile accident. . . . Walter McDonald, United Artists booker, has been transferred to the Jacksonville office as head booker. . . . Cliff Wilson, ABC Booking Office checked in after a trip to Memphis.

Bob Moscow, Rialto, checked in after a trip to New York. . . . Neil Middleton, MGM, was back at her desk after visiting in Sandersville, Ga. . . . H. J. Cleveland, Sr., owner, Skyline Drive-In, Tuscaloosa, Ala., has leased the WJRD Auditorium theatre, closed since 1953. Name will be changed to the Roxy. Tom Jones Booking Service will book and buy. . . . The girls at UA gave a luncheon and stork shower for Lois McMillen, who resigned to await the baby's arrival. . . . The Linco, Lincolton, Ga., was destroyed by fire.

The Sunset Drive-In, Jackson, S. C., was destroyed by fire with damages at $15,000. The entire concession stand, as well as projection equipment, merchandise, merchandising equipment, and two rest rooms, were demolished. Mack Foreman and L. P. Finley, co-owners, said they believed the fire was started by defective wiring. The building and its contents were partially covered by insurance.

A six months trial of Sunday movies has been approved by the City Council of Laurinburg, N. C. Councilmen voted for the plan when the management of two local movies assured that the show would not conflict with church services.

James Marvin Cates, Fox electrician for the past 41 years, died at his home. He had retired about four years ago due to ill health.

Sam George, manager, Paramount, checked in at his post after visiting in Florida. . . . Gold-Dobrow Theatre Company, Pahokee, Fla., is new owner, Bend Drive-In, Belle Glades Fla. . . . The Alexander Film Company announces the re-opening of its local office and the appointment of Arnold Gregory as its special representative to serve exhibitors in this area.

In Summerville, Ga., the Park was destroyed by fire and Summerville volunteer firemen estimated the loss of the building and its contents to be about $50,000.

James W. Blackwell, originally from Sumter, S. C., has been appointed as manager, Hardee, Wauchula, Fla. He replaces Marcelino Melendreas, who resigned. . . . The Tyrone Garden Auto Drive-In, St. Petersburg, Fla., conducted a celebration of its fourth anniversary. . . . L. Z. Henry, owner, Home, Zephyhills, Fla., has installed a new sign.

Mr. and Mrs. Andrew Cutter, owners, Magnolia, Titusville, Fla., installed CinemaScope. . . . Edgar F. Smith has been appointed city manager, Florida State Theatres, Lakeland, Fla. . . . John M. Jones, III, is the new owner, Cloud, St. Cloud, Fla. Former owner was R. E. Beck. Jones, recently discharged from the Army, will install CinemaScope.

Tom Sawler, veteran theatreman, was named as manager, Tampa, Tampa, Fla. . . . The Roxy, St. Petersburg, Fla., has installed CinemaScope.

Phyllis Hardin, National Screen Service, who will be married to Roy Williams, was entertained by Miss Lynda Burnett, United Artists, at a kitchen shower. . . . Al Rook, Rook Booking Service, is buying and booking for the 85 Drive-In, Kingsport, Tenn., owned by Doc Fincher. . . . Seen was Jerry Gold, theatre owner, Pahokee, Fla., also president, Florida Theatre Owners. . . . Bill Wilson, owner, Tiger Drive-In, Tiger, Ga., will open a 600-car drive-in at Commerce, Ga.

Mr. and Mrs. N. E. Savini, special representative, Astor, New York, was in from a visit with his brother, Bob Savini, in Florida, on their way to New Orleans. . . . The old stork passed over the home of Mr. and Mrs. Bryan Adams, he's branch manager, United Artists, and left a big baby boy. . . . William Richardson with his special representative for Astor and Capital checked in after a trip to Florida. . . . Ed Stevens, president, Stevens Pictures, checked in after a trip from the city.

President Arthur C. Bromberg, Allied Artists Southern Exchanges, was in from his home in Bayou La Batre, Ala. . . . Mrs. Laura Kenny, past president, local WOMPI, was back from Jacksonville. . . . Bill Fegenbush, head, Florida art shop, Jacksonville, was back after a trip to the hospital where he underwent a successful abdominal operation. . . . Eileen Watson, MGM, was back to her office after a visit in Jacksonville. . . . James C. Vernon, formerly sales representative, Warners, Memphis, has resigned to join with Astor in that city.

Charlotte

Sixty-two exhibitors representing 300 theatres at a luncheon-meeting with Steve Broidy, president, Allied Artists, assured playing time support to the company's pictures. Broidy was introduced by Roy L. Smart, executive assistant to Mike F. Kincey, Kincey Theatre Circuit. Kincey was one of the circuit executive in attendance. Following the meeting, preceded by a screening of "An Annapolis Story" for the exhibitor group, Broidy left for Philadelphia, where he next met with exhibitors. He was accompanied by Morey R. Goldstein, vice-president and general sales manager, and John C. Flinn, director of advertising and publicity. An outspoken plea for some understanding by exhibitors of the movie producer's problems was made by Broidy, who in his address following a luncheon in the Barringer Hotel, gave a brief history of his company and its financial development. He said his studio would still make westerns and "Bomba, the Jungle Boy" movies. "But we will be turning out some that can hold their own with any other studio. We're not trying to compete with anybody. We just want to prove our case," he concluded. F. E. Dyer, branch manager, Allied Artists here, made the opening remarks. Goldstein, Also spoke on forthcoming product; the fact that the company is celebrating its 25th anniversary; and that it has launched a drive to reach major status.

David Williams, sales representative, IFE, returned from South Carolina where he has been contacting exhibitors at Charleston, S. C.; Orangeburg, S. C.; and Columbia, S. C. . . . Representatives of nine local theatre supply houses have written city and Auditorium-Colosseum authorities asking an opportunity to bid on equipment and furnishings of the new buildings. They are Charlotte Theatre Supply, Harris Theatre Sales, Inc., National Theatre Supply, Standard Theatre Supply, Theatre Equipment Company, Wil-Kin Theatre Supply, Inc., Dixie Theatre Supply, Independent Theatre Supply, and Southeastern Theatre Equipment Company. City Manager Henry Yancey said, "Of course they will have the opportunity. The bidding will be open to the public and advertised for seven days in the papers well in advance of bid openings. We've got to have the funds first." Some of the supply men, however, said it was their understanding that after the last million-dollar bond issue, specifications for the equipment were drawn and bids received from dealers outside the city only. They asked that bids be written for equipment "of equal quality and workmanship" to escape the possibility of a manufacturer drawing rigid specifications of an item that he alone may manufacture. W. F. Harris, Harris Theatre Sales, Inc., is a candidate for the City Council, and he pointed out that if he is elected he would not be eligible to enter bids on the equipment.

The popular movie and TV star, Ronald Reagan, was present for informal meetings with G.E. officials and personnel in the Hotel Selwyn. He was guest of honor at a luncheon in Myers Park Club; host was John D. Wallace, sales manager, apparatus sales division, G.E., here. The affair was attended by local officials. Reagan was also interviewed over WBTV radio station.



George Krevo, manager, Palace, Jacksonville, Fla., recently sponsored the first 1955 preliminary event for the selection of "Miss Jacksonville" to attend the "Miss America" contest this summer. Betty Jean Ost, seated, center, was chosen in the Jaycee-sponsored contest which packed the theatre and turned many persons away.

Seen along Film Row were R. D. White, Carolina, Allendale, S. C.; G. L. Faw, Albemarle Road Drive-In, Albermarle, N. C.; Vernon Faw, West 49 Drive-In, Asheboro, N. C.; L. R. Gilland, Myers, Ayden, N. C.; W. G. Fussell, Wonet, Bladenboro, N. C.; R. D. McGowan, Joyce, Spring Hope, N. C.; Cary Caudell, Danca, Wallace, N. C.; Pete Webb, Webb, Shelby, N. C.; Lewis Whitley, Laura and Max Drive-In, Laurinburg, N. C.; O. T. Kirby, Palace, Roxboro, N. C.; J. R. Herlong and his mother, Mrs. Herlong, Saluda, S. C.

Jacksonville

Janice Claxton, WOMPI president, said that the group's installation of officers is scheduled for April 15 at the Roosevelt Hotel, with Variety Club Barker Ted Chapeau to act as master of ceremonies and with Laura Kenny, Atlanta, national WOMPI secretary, as installing officer. . . . Fred Hull, MGM branch manager, was guest speaker at a recent WOMPI luncheon.

Variety Tent 44 is due to receive a fine financial lift in the work of establishing a counseling service for pre-school-age blind children when all drive-ins of the city are to present at least one Saturday midnight show in the next three months for the benefit of Variety, announced C. H. Deaver, chief barker. Among those taking a leading part in planning the benefits are Carl Carter, Air Base and Ribault Drive-Ins; Deaver, Normandy Twin Outdoor; Bob Anderson, city manager, Jacksonville Theatre Company; and Horace Denning, Florida manager, Dixie Drive-Ins.

Present in Governor LeRoy Collins' office at Tallahassee, Fla., when he signed a proclamation designating March as Florida's "Go To The Movies Month" were Jack Wiener and Judson Moses, MGM exploiteers; Fred Hull, MGM branch manager; Jerry Gold, Pahokee, president, Motion Picture Exhibitors of Florida; French B. Harvey, Jacksonville, advertising and publicity director, Florida State Theatres; and Tommy Hyde, Tallahassee city manager, Talgar Theatre Company.

New head booker at United Artists is Doris Poston, following Walter McDonald's return to Atlanta. . . . Miss Poston's old job has been filled by Pat Tufano, formerly of ABC Theatrical Enterprises. . . . Bob Long has resigned from the Warners office staff to become the southern traveling auditor for Buena Vista. . . . Myron Eichler, 20th-Fox publicity man, came in from New York to schedule advance screenings of "A Man Called Peter" for ministerial alliances in this city, Miami, Fla., and St. Petersburg, Fla. . . . Frank McCarthy, U-I staff, New York, lunched with FST president Leon D. Netter and FST head booker Harvey Garland. . . . Reba Allen, FST staffer, and husband Herman Allen, spent their annual vacation working on a new summer home on Lake Broward in Pomona Park. . . . Jerry Earnest has taken Bob Skaggs' old job as manager, Florida Theatres. Earnest formerly worked in Dalton, Ga., for Martin Theatres. . . . A new manager trainee at the Florida is Jim Lewis, a transplanted New Yorker.

Louis J. Finske, FST vice president, and Harvey Garland, FST booking department head, attended Atlanta screenings of Allied Artists' "An Annapolis Story" and "Shotgun." . . . Horace Denning, Florida manager, Dixie Drive-Ins, left on a field trip to Daytona Beach and Orlando, Fla.

In St. Augustine, Fla., Bob Skaggs has been named city manager, Florida State Theatres property, with headquarters at the Matanzas, by J. L. Cartwright, Daytona Beach district manager, Florida State Theatres. Skaggs, formerly house manager, Florida, Jacksonville, replaces Norris McCollum, who was promoted to FST concessions assistant under Robert Harris at Jacksonville.

Josephine Smith returned to the Warners office to take Claude Browning's place when he moved up to replace Daisy McKay, contract clerk, when she left here to reside in Denver. . . . Jimmy Brooks is a new assistant cashier, MGM. . . . Jim Kirby, formerly of Cincinnati, is the new U-I salesman for the Florida west coast area. . . . Two of Florida State Theatres' suburban houses used art bookings with the growing realization that a market exists here for pictures that have a wide appeal among the city's cultural groups. . . . Al Hildreth, manager, San Marco, had a colorful sidewalk display of the work of local artists during his run of "Flamenco," together with a flag and posters from the Spanish Embassy in Washington. . . . Hal Stanton, manager, Edgewood, interested women's clubs and the Little Theatre in his art offering of "Bread, Love and Dreams."

George Krevo reported a packed house at the Palace when "Sinbad, The Sailor," a stage play produced by World Theatre Players, New York City, was offered at a Saturday matinee by the local Children's Theatre. Jim Williams, formerly of the Marion, Ocala, Fla., is Krevo's new assistant, Palace. . . . Leonard Allen, Paramount publicity man, Atlanta, spent several days here working on Florida exploitation programs for "The Conquest Of Space."

Colonel John L. Crovo, manager, Arcade, widely known as dean of Florida showmen, has retired from an active role in the industry, according to an announcement by Leon D. Netter, president, Florida State Theatres. Crovo began work at the turn of the century as a cub reporter on the old Louisville, Ky., Courier-Journal under famous editor, Henry Watterson. He soon went into Macauley's Theatre in 1902, beginning a career of nearly 53 strenuous years of undivided loyalty to show business. He managed the local Imperial in 1927, when "The Jazz Singer" began the era of "talking pictures." Crovo has long been known as pinch-hitter among theatre managers in that he has often been called upon to institute better booking and advertising policies at unsuccessful houses. This reputation has carried him to responsible executive posts from Louisville to Charlotte, to Greenville, S. C., to Montgomery, Ala., to Atlanta, to Dallas, to Memphis, to Miami, and finally again to this city. The "Colonel" gained his honorary title when it was conferred on him by a governor of Kentucky. He is noted here for his wide acquaintanceship with the patrons of the theatres he has "jacked up by their bootstraps" and for carrying out the theatrical axiom that friendship and success must go together. Crovo has been succeeded as manager, Arcade, by Al Hildreth, former advertising man, who has managed the local San Marco for the past year.

Memphis

Quick thinking of L. E. Robertson, Film Transit truck driver, at least momentarily has saved the life of next door neighbor Harold H. Wolfe, who is seriously burned. Upon returning home in the evening, Robertson smelled smoke and went to the house next door, ran inside the bedroom of Wolfe, pulled the blanket off, and the mattress started blazing. He half carried and half dragged him onto the porch, covering him with blankets until the ambulance came. . . . The Gem, Jackson, Tenn., was destroyed by fire on March 16 . . . Local ministers have been invited to an advance preview of "A Man Called Peter" at the Crosstown. . . . Jack Sallee, manager, Ruffin, Covington, Tenn., who is only 23, but can turn out a song in 10 minutes, evidently turned out a good one; because it is now third place in the nation in hillbilly numbers. "You're A Heartbreaker" is so successful, Sallee is negotiating with Red Foley to record

some of his religious numbers. . . . Announcement of new management for J. Fred Brown's theatres, the Nevada and Gem, Prescott, Ark., was made. Zack Fine will take over April 1 replacing Jeb Wylie, who accepted the position of secretary-manager, Prescott Chamber of Commerce.

Only a month and the double feature has returned to most suburban houses. . . . Allied Artists branch manager Bailey Prichard made a quick trip by plane to Atlanta to a hurriedly called sales meeting, gone one day and back the next. . . . Memphians were saddened by the death of Variety Club member Gus Haase, who was a leader in many of the major real estate developments, including the Crosstown and the Park Plaza Shopping Center. . . . Memphis Better Films Council has called off a protest to Mayor Tobey on censorship of "Bamboo Prison." . . . "The Three Flying-Fish," John Coll, George Little, and Danny Wahlquist, all Paramount shippers, will attempt to bring fame and fortune to Memphis, their ski club, and Film Row on June 5 when they try a 328 mile trip from Grand Tower, Ill., to McKellar Lake on water skis. If they make it, it will be a new world distance record on skis.

Visitors on the Row were Frank Patterson, City, Junction City, Ark.; Bem Jackson, Honey, Indianola, Miss.; Joe Davis, Delta, Ruleville, Miss. Valerie Gullett, Benoit, Benoit, Miss.; H. G. Walden, Bay, Red Bay, Ala.; H. G. Helms, Hill, Scotts Hill, Tenn.; W. L. Landers, Landers, Batesville, Ark.; William Elias, Murr, Osceola, Ark.; Moses Sliam, Lux, Luxora, Ark.; S. W. Lancaster, Hoxie, Hoxie, Ark.; and Mrs. H. A. Fitch, Erin, Erin, Tenn. . . . Valerie Sanders, former inspectress, Republic, replaces Mary Espey, who resigned at Allied Artists. . . . Edwin Howard, Press-Scimitar, reports that an honest to goodness press agent could get no publicity for "The Long Gray Line," to open at the Malco. The press agent, Milt Mohr, Columbia, wanted to get arrested for painting a long gray line to the Malco. He checked with the police department to see it they'd arrest him and they said no, but he'd better not actually deface the street, and why not just pretend and have a picture made of a policeman warning him not to paint a long gray line down Main Street? Milt wanted to know if the Press-Scimitar would go for this, and was advised no, but that it would be real news if he really painted the line and really got arrested. No line for the picture.

New Orleans

Agnes Garcia, former secretary to Gaston J. Dureau, Jr., president, Paramount Gulf Theatres, has taken on a part time position at Southeastern Theatre Equipment. . . . William Holliady, Paramount's manager, was on a trek in the territory. . . . Thank you Alton Dureau, Masterpiece Pictures field representative, for your renewal subscription to MOTION PICTURE EXHIBITOR.

Amanda Gaudet, chairman, ways and means committee, Women of Motion Picture Industry, assisted by chairman of board Augie Woolverton, made arrangements for a book review in Room A, New Orleans Hotel. Mrs. C. C. Hensen will review Hamilton Basso's "View From Pompey's Head." Tickets are $1 each. There will be free refreshments and an entrance prize. Proceeds will be used to help the clubs various charitable projects. Several of the members have dislayed personal activities to contribute to the club's coffer. Amanda Gaudet, NSS, rates a round of applause for her contribution of $25, derived from orders for Mardi Gras coat lapels. Now her after work hours are spent taking orders for seashell earrings and pins, which profits she'll also turn over to the club. Jackie Thon, Paramount, also rates praises. Her contributions added up to $44 for sale of candy and rabbit novelties. Jenette Howard, Warners, presented the club with $7.20 procured from sale of candy. Then there is $24 from the recent cooking school sponsored by NOPSI, at which approximately 65 members attended, and the many who did not attend penalized themselves by donating the admission price.



Oscar A. Morgan, right, Paramount general sales manager in charge of Paramount News, recently received in New Orleans from David L. McGuire, representing the Mayor, an award by International House for his cumulative assistance to civic projects for the city and Latin America.

Republic's pilot Leo Seicshnaydre was on a trek in the territory. . . . Louis Adolph is building a brand new theatre in Venice, La.

If there is something new to add to the attraction of theatre operation, you can bet that Ed Fessler and Mike Ripps will come up with it first. Their newest introduction is the Do Cinema 16 mm. show case in the auditorium of their Twin Do Drive-In, Metairie, La., which opened with the original film version of "A Star Is Born." The modern, air-conditioned theatre, equipped with the latest RCA equiment, has a seating capacity of 800. "Top pictures of the past is our speciality," stated Ripps. Interested in the project, in addition to Ripps and Fessler, are Raymond and Mary Gremillion, operating under trade title, Niles, Inc.

Gilbert Brandon, Film Transit, Inc., Memphis, rates a thank you for his two year subscription to MOTION PICTURE EXHIBITOR. . . . J. G. Broggi, buyer and booker for Francis Johnson's Navy Point, Warrington, Fla., advised Transway that operations have been suspended for an indefinite period. . . . C. J. "Jimmy" Briant, MGM pilot, after several weeks siege in the hospital, is up and around. . . . Dixie Theatres reopened the subsequent run Rex, Hammond, La., for four days a week showing.

Chief Ben American Horse and his granddaughter, Princess Darlene Rooks, were in town to whoop it up for "Chief Crazy Horse," which opened at the Joy. . . . Jack Auslet rounded out his 78th birthday by joining the town's Irish in their parades and all day and night celebrations decked out in top hats and wearing green on St. Patrick's Day. Sixty-one of Auslet's 78 years were spent in show business.

Eric Johnston, president Motion Picture Association of America, while in attending the Inter-American Investment Conference at the International House, took time out to address the Young Men's Business Club on the subject, "The World Today." Among the guests were E. V. Richards, Jr.; Gaston J. Dureau, Jr., president, Paramount Gulf; C. J. "Jimmy" Briant, manager, MGM; William A. Briant, manager, 20th-Fox; T. J. Howell, Paramount Gulf buyer and booker; Father Edward Murphy; and Robert Elsasser, Chamber of Commerce.

Joe Hegeman, Columbia's local exploiteer and publicity director, is in Houston to unit-manage the shooting of "The Houston Story." . . . Exhibitors here on a trek from Alabama were Ed Fessler, co-owner, Do Drive-In, Mobile; Mr. and Mrs. Alex Gounares, Roxy, Mobile; Locke Bolen, Jackson; W. E. Limmroth, general manager, and his boss, Kenneth Giddens, Giddens and Rester Theatres, Mobile; and Fred McLendon and Al Morgan, Fred McLendon Theatres, Union Springs.

Our deepest sympathy to WOMPI members Lee Nickolaus, Lippert, and Claire Tremorel, UA, in the recent loss of their mothers, and to Corinne Bouche, MGM, in the loss of her husband.

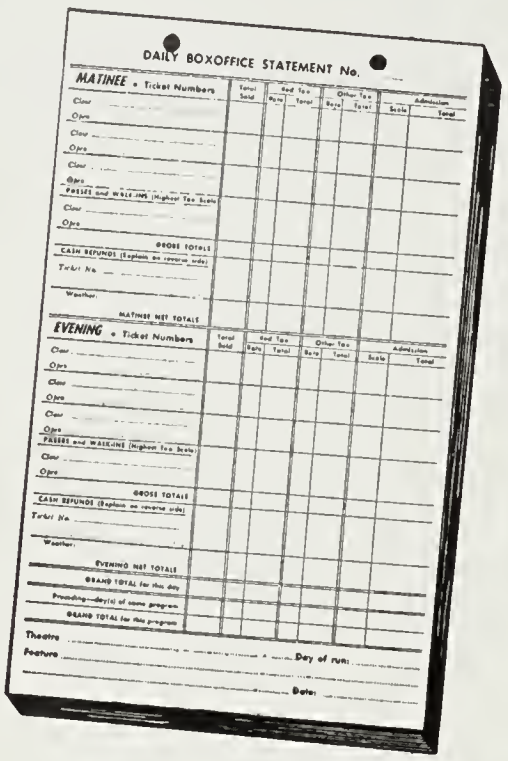
Manager George Y. Harrell, Jr., Manley, was on a business trip in Alabama. . . . Warners southern district manager W. O. Williamson, Jr., was at the local branch. . . . Ike Katz, president, Kay Film Exchanges, was in from Atlanta. . . . Nick Bruno was on the Row introducing his new bride. He and papa Gasper operate the Bruno, St. Joseph, La.

Oscar Morgan, New York, Paramount short subject sales manager, was here to confer with branch manager William Holliday. With him was district manager Gordon Bradley, Atlanta. . . . Mike Ripps and Ed Fessler acquired the movie, "Garden Of Eden," for distribution in the New Orleans and Memphis territories. . . . Beryl J. Ansardi, daughter of E. M. Ansardi, Buras, La., theatreman, and John Paul Lott have set May 7 for their wedding day. . . . Betty and Milton Guidry announced the arrival of a baby girl, christened Joy Marie.

Don Kay, interested in Rebel Productions, producers of "Naughty New Orleans," left on an extended trip which

BOXOFFICE STATEMENTS

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Florida State Theatres, Miami, Fla., recently had Tony Martin play host to showpeople in the area at a special screening of his latest MGM film, "Hit The Deck," Beach. Shown, left to right, are Harry Botwick, FST district manager; Cyd Charisse, and Martin.

will take him to Chicago and other midwest cities. . . . Mike Ripps and Ed Fessler, who have "Garden Of Eden" for distribution in the New Orleans and Memphis territories, appointed Herb Paul, veteran film salesman, as field representative.

A. D. DeStefano, NTS Kansas City branch manager, was here on a visit. . . . Tom Neely, Sr., NTS local pilot, was in Lafayette, La., on business. . . . Al Clements Theatre Advertising Studio, Des Moines, stopped briefly enroute to his headquarters in Miami, Fla.

Announcement has been made by Abe Berenson, president, Allied Theatre Owners of Gulf States, and Ed Ortte, chairman, organization's eighth annual convention on April 3-4-5 at the Edgewater Gulf Hotel, Edgewater Park, Miss., that Herb Greenblatt, sales manager, and Dave Prince, southern division manager, RKO, will be among the principal speakers, and that Rube Shor, newly elected president, National Allied, who has already accepted an invitation, is also among those scheduled to address the assembly.

Earl McLeod is the new owner, Palace, Mount Olive, Miss. He purchased it from Curtiss M. Powell. . . . H. Hanna, manager, Joy Drive-In, Milton, Fla., one of Fred T. McLendon's chain, advised that it is scheduled for an early date permanent closing. . . . Sid Fuhrman has reopened both the Madison, Madisonville, La., and the Lake, Mandeville, La., which had closed for remodeling. . . . Every good wish for a speedy recovery goes to Usy Pellegrin, who is confined to Terrebonne Hospital, Houma, La., with a grave tumor condition.

Eric A. Pittman and associates, operators, Ritz, Hammond, La., purchased the Cave Tangi Drive-In, Ponchatoula, La. . . . Mrs. Rodney Toups is back after vacationing in Nassau and West Indies. . . . An overall clean-up job, including repainting the screen, screen tower, and fence, has just been completed at the Crescent Drive-In, advised Paul Shaffer, manager. . . . Joyce Quave, secretary to Joy N. Houck, Joy's Theatres, was showered with many happy birthday greetings.

Mr. and Mrs. Ben Sharer, New Orleans and Memphis territory representative, Barnett Moon-Dial clocks, were here from Memphis on a combined business and pleasure trip. . . . Honore Tate's Roxy, Lawtell, La., is being Cinema-Scoped by R. L. Johnson, Johnson Theatres Service. . . . Recent reopening of drive-ins for the new season were Olin Evans' Moonlight, Evergreen, Ala.; M. W. Hicks' "U," Leaksville, Miss., and A. L. Randall's Fern, Woodville, Miss.

Arkansas

Little Rock

The introduction of a new city censorship ordinance, asking for more power for the Little Rock Censor Board came under heavy fire from exhibitors last week. L. L. Brickhouse, attorney, Rowley United, termed one provision in the new ordinance "dictatorial," while Sam Kirby, operator, Nabor, said that under the bill, the chairman could become another Lloyd Binford, who controls the Memphis Board. J. S. Carberry, city manager, Rowley United, asked why more power was requested for the board, pointing out that only one picture had been withdrawn in the last 25 years. One provision would make it mandatory for all theatre advertising to note for what type of audience each film is suitable. Carberry noted that his circuit had been the only one to denote audience classification in its advertising.

Florida

Miami

Lou Gillman was appointed chairman, Variety Club Tent 33's Old News Boys Day on April 4, when a special edition of The Miami Daily News will be peddled for benefit of Variety Children's Hospital. Members of the women's committee have named Mesdames Daniel Herman, Robert Tietze, and E. J. Melniker as respective chairwomen for Miami Beach, Coral Gables, and Miami areas for the event. Ladies will help solicit papers, collect donations, and add to the general interest. Mrs. Billie Kopplin and Stanley Stern have been named co-chairman of the Tent's forthcoming duplicate bridge tournament to be held April 11. The initiation of new members took place March 30. Victor Levin has been appointed the Tent's fixer for the sixth straight year, according to an announcement from Chief Barker Maurey Ashmann. Levine is a prominent local attorney.

Brad Albury, Wometco accounting department, was back at work after a long siege of illness. . . . Tom Rayfield, manager, Carib, Miami Beach, Fla., achieved much newspaper publicity in connection with his special showing of the short subject "Undersea Conquest," featuring the Pinder Brothers, local lifeguards, and showing the catching of a 500-pound fish, skin-diving, etc. This pre-release showing brought much favorable comment.

Enoying a Miami Beach vacation is Irving Mack, owner Filmack Trailer Corporation, Chicago, and Mrs. Mack.

NEWS OF THE Territory

BRANCHES

Cincinnati

Virtually all drive-ins in this area are now open, many of them with new projection equipment and wide-screens, and all are anticipating good post-Easter business if the weather is favorable. Business in local houses was reported to have been less affected by the Lenten season than usual, and with a number of new top films booked for upcoming weeks, the outlook is considered very favorable for continuing good boxoffice.

City Manager C. A. Harrell has reappointed John E. Krebbs, Harry Williams, and Garland C. Jones as members of the Board of Examiners of Motion Picture Operators. Their pay is $5 each a meeting. . . . "Don't try to be a hero," Marvin Morris, floor manager, downtown Keith, was told by a bold robber who waved a revolver in the face of Mrs. Colleen Ross, cashier, and then fled with $129.90 she handed him. Only minutes before, Morris had taken $250 in receipts to an office safe.

Murray Baker, area sales rep, IFE, reports booking "Aida" into the Esquire, local art house, and the Bexley, Columbus, O., for Easter week openings, and "Bread, Love and Dreams" into the Best, Charleston, W. Va., and a number of other area houses for late April openings.

Exhibitors in were John Carey, Wheelersburg, O.; Joe Goldstein, M. J. Gordon, and Tom Alley, Cleveland; Ted Pekras, Jack Needham, Harry Schwartz, and Frank Yassenoff, Columbus, O.; Delmar Walker, McConnelsville, O.; H. P. Long, Ironton, O.; Ray Laws, Lebanon, O.; Chalmers Bach, Eaton, O.; R. A. Emmerick, Germantown, O.; George Turlukis, Hamilton, O.; H. C. Bennett, Circleville, O.; Hank Davidson, Lynchburg, O.; Harry Wheeler, Galipolis, O.; A. D. Curfman, Westerville, O.; Walter Wyrick, Carlisle, Ky.; R. L. Gaines, Fred Mays, and James B. Howe, Carrollton, Ky.; W. B. Cain, Paintsville, Ky.; James Denton, Owingsville, Ky.; Don Reda, London, Ky.; Tom Sutton, Jr., Mount Sterling, Ky.; Roland Coleman, Charleston, W. Va.; Joe Joseph, Parkersburg, W. Va.; G. B. Lively, Huntington, W. Va.; Douglas Whaley, Iaeger, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va., and Charles Scott, Vevay, Ind.

George A. Kirby, Republic branch manager, was in Clarksburg, W. Va.; Robert McNab, 20th-Fox branch manager, was in Springfield, O.; and Murray Baker, IFE representative, was in Cleveland to confer with Seymour Schussel, IFE eastern division manager. . . . Hugh Gooding was forced to close his house at Augusta, Ky., temporarily to clean up after the recent Ohio River flood. . . . William Forg, manager, nabe Valley, has returned from a vacation in Las Vegas, Nev.

Cleveland

Downtown local theatres cooperated with the Cleveland Transit System to introduce the new rapid transit whose effect on them is dubious, because it reduces the number of surface buses with regular downtown stops in favor of the new quick service which delivers its passengers a considerable distance from the theatre area. To reach the theatres from the Terminal of the rapid transit, it is necessary to transfer to a shuttle bus and pay an added three cents. Whether the public will accept the added cost of transportation plus the effort of transferring, remains to be seen. But in the public spirit, all of the theatres ran special trailers urging people to use the rapid, decorated their marquees with multi colored banners and on the day of inaugurating the service, loosed several hundred balloons containing free theatre passes in the downtown area.

In a panel discussion of movie censorship in the Higbee Lounge, sponsored by the Motion Picture Council of Greater Cleveland, Joseph A. Thiel, attorney and proponent of movie censorship, made the statement that police power supercedes the Constitution of the United States. He contended that "just as it is the right of the state to legislate on public health and safety, it is also the right of the state to legislate to protect morals by pre-censorship of motion pictures." Irwin S. Haiman, also an attorney, violently opposed movie censorship as an abridgement of the Constitution's first and 14th amendments which guarantee freedom of communications. He also takes issue with his opponent in the relationship of police power versus the Constitution. "Police power definitely does not supersede the Constitution," he claimed. "We fight for freedom of the press. We do not censor books, or radio, or TV. What makes movies different from these? And since when is it not the law of the land that a man is innocent until proven guilty? Pre-judgement is not the American way of life. If a movie is objectionable there is a judicial process of stopping its exhibition," As for protecting the youth against certain types of pictures, you, as mothers, can regulate the situation either by personal supervision over what your children shall see, or, if necessary, by recourse to the law to stop the showing of a picture. "But don't ask five political appointees to decide what you can see on the motion picture screen." C. Howard Allen, Jr., a book publisher, was moderator. Miss Virginia Beard, president, Motion Picture Council of Greater Cleveland, and head, visual education department, Cleveland Public Library, presided at the meeting attended by more than 100 members and guests.

Wind storms caused damage to two drive-ins and one conventional theatre in this area. Drive-ins which had their screen towers blown down were the Starlite, Newcomerstown, and the South Drive-In, Marion. The roof of George Manos' Ritz, Newcomerstown, also suffered damage. . . . Jack Armstrong, who owns and operates a chain of 12 theatres in the Cleveland exchange area, announces plans are proceeding to build a new 300-car drive-in in Napoleon. . . . M. B. Horwitz, president, Washington Circuit, departed for his postponed vacation in Hot Springs, Ark.

Two Judges Clash In Censor Hassle

COLUMBUS, O.—In a sharply-worded letter to Judge Clayton Rose, Franklin County Domestic Relations Court, opposition to the newly formed Committee For Decent Motion Pictures in Ohio was expressed by Judge Hoy L. Russell, Holmes County Probate and Juvenile Court. Judge Russell has served eight terms as a member of the Board of Directors of the Independent Theatre Owners of Ohio. He has been owner, Russell, Millersburg, O., for 30 years and has operated the house for the greater part of that time. He noted that existing laws protected citizens against indecent films and that only five states considered censorship necessary.

The committee said it will fight for legislation providing for "examination" by the State Department of Education of all movies shown in Ohio. The committee said it preferred to use the word "examination" rather than "censorship." Judge Rose explained, "We think of censorship as forbidding something bad. We want 'examination' for approval of what is good."

Several powerful Ohio groups have representatives on the committee. Those include the Ohio Congress of Parents and Teachers, the Catholic Church, Ohio Council of Churches, Ohio Juvenile Judges, Ohio Child Conservation League, and Fraternal Order of Police.

Mrs. W. Andrew Martin, past president, Ohio Child Conservation, has been named committee chairman. Judge Rose, spokesman for the committee after its first meeting, said, "I feel definitely that many children are affected by the showing of indecent movies and by crime pictures. Movies have a terrific impact on youth. They must be regulated."

Judge Rose said the committee will fight for passage of "the best" of four bills on censorship now before the Ohio Legislature. The committee will fight attempts in the Legislature to repeal all existing censorship statutes, unless there is an adequate substitute.

"The Supreme Court of Ohio," said Judge Rose, "has said the present Ohio law was too general in terms. But it did not say the law is unconstitutional, nor has the U. S. Supreme Court, so far as I can find out, said the states could not regulate, control, or censor movies."

Father John C. Staunton, of the Ohio Catholic Welfare Conference, said, "The Hollywood Code can't do the job. It's up to the state." The committee cited the "alarming increase in juvenile delinquency" with "some cases directly attributed to the ideas received from motion pictures." It said the number of foreign films had increased, "many of which definitely need careful study and examination."

Judge Russell took issue with many of the charges and the entire concept of censorship in the communications field.

Nat Wolf, former Warner Ohio zone manager, is now affiliated with Theatre-Craft Seating Company, Macedonia, O., which replaces damaged threatre seats, matching the upholstery of the auditorium. . . . Irving Field, who claims to have developed an all-purpose projection lens adaptable to both 2-D and CinemaScope, demonstrated it for the Wollensack Optical Company, Rochester, N. Y. . . . Practically all local theatres responded to the invitation of manager I. J. Schmertz, 20th-Fox, to attend a meeting in the 20th-Fox screening room for an exposition of the company's advertising program for "A Man Called Peter." Sol Gordon, 20th-Fox territorial publicity director, made the presentation, exhibiting the six national magazines each of which will run full pages in color during March and April. Local representatives of Life, the American Weekly and Seventeen supplemented his talk with statistics on circulation and readership of the magazines involved. An invitational screening attended by members of the clergy and representatives of educational institutions was held at the RKO Palace.

The West Side Drive-In, threatened with closing the past two seasons because of encroachment of the enlarged Cleveland Hopkins Airport, opened, and, at the rate the airport constrction is going, it will remain open all this season. . . . Salesmen's Club of Cleveland elected a new slate of officers. They are president, Jim Levitt, U-I city salesman; first vice-president, Sol Gordon, Allied Artists; second vice-president, Irving Marcus, National Screen Service; secretary, Robert Blitz, Warners; and treasurer, Sam Lichter. Board of directors serving this year are Danny Rosenthal, United Artist branch manager; Nat Barach, NSS branch manager; Edwin R. Bergman, U-I; Justin Spiegle, Republic, and Jack Lewis, RKO. Outgoing president is M. J. Glick.

Wedding bells will ring out on May 29 for Marshall Fine, Associated Theatres, son of the circuit's president Meyer Fine, and Patricia Crow, McKeesport, Pa. A six weeks honeymoon trip abroad will follow the ceremony. . . . Bob Bial, Luthi Studios, flew to Florida to drive Paul Gusdanovic's car home while Paul and his wife make the trip by plane. . . . For whatever it means, employes of the Palace and Marion, Marion, O., have been given two weeks notice. It is rumored that threat of closing is to effect elimination of the local admission tax. Both houses are operated by United Detroit Theatres.

Max Mink, manager, RKO Palace, booked a cartoon program to appeal especially to the young fry. Twelve Disney cartoons were shown with "Chief Crazy Horse" as the feature attraction. . . . Word was received here that Nat Rosen, former manager, State, Cuyahoga Falls, O., died in Florida.

IFE vice-president Seymour Schussel was in town for one day. . . . Leo Greenfield, Buena Vista district manager, announced the appointment of Ted Levy as sales representative in Detroit and Bill Garner as Cincinnati sales representative. Both are well known in film circles. Levy was formerly with U-I in Detroit, and Garner was with 20th-Fox in Cincinnati.

Someone walked out of the Palace lobby on a recent Saturday night with a life-size beaverboard cutout of Jane Russell clad in a bathing suit. Glued to the bathing suit as props in a guessing-game promotion were 700 pennies.

Detroit

Ten area drive-ins opened, including the Dearborn, Westside, Fort, Jolly Roger, Bel-Aire, East Side, Gratiot, Mount Clemens, Grand River, and Town. The Pontiac Drive-In, Pontiac, Mich., also opened with a two column ad proclaiming their reaffiliation with Local 620, Motion Picture Operators Union, with whom they ended last season squabbling.

The big Michigan, United Detroit chain, was host to a 10 a.m. fashion show every day the week of March 14. . . . A special 9:30 a.m. showing of "A Man Called Peter" was screened for the Detroit Council of Churches. Protestant officials from all over the area were invited. . . . At a Sheriton-Cadillac lunch, Allied Artists president Steve Broidy and vice-president Morey Goldstein discussed forthcoming productions with the trade.

A Communion breakfast is planned for Catholic members of the industry sometime in April. The original yearly series of breakfasts, started in Windsor, Ontario, will with this event jump the river to include Detroit. Planning committee includes Frank P. Henneberger, Jam Handy; Patrick J. Blaney, United Film Service; Andy Farkas, Equitable Life Assurance Society; Mat Dennis, Windsor Star; Giles McMann, CKLW; and Bud Lynch, TV announcer. Heading the committee are Edgar Lamoureaux, Palace, Windsor, and Thomas P. Allen, United Film Service, chairmen; Ernest Conlon, Allied Theatres of Michigan, program; James T. Hooper, Centre, Windsor, tickets; and William Rabe, University of Detroit, publicity.

The Music Hall has resumed student showings of "Cinerama Holiday" Saturday mornings and is booked through the next six weeks. 300 carriers from The Toledo Blade bussed to Detroit and so enjoyed the bobsled run that manager George Sander reran it for them. Frank Upton, regional manager, has been to Cincinnati and St. Louis where he replaced Ambassador managing director Ray Connor with William Levine. . . . The Detroit Variety Club's first annual Easter party will be held April 15 at the Veterans Memorial Building. A family party, it will feature Soupy Sales and Auntie Dee, popular youngster TV fare. Jack Zide is ticket chairman. The club has 100 tickets for the opening game of the baseball season. Limit is two per member, with Carl Buermele handling. Milt Zimmerman is already planning the annual golf party to be held at Tam 'O Shanter Country Club again this year. . . . United Detroit Theatres will give a staff party at the Variety Club headquarters on April 30.

William B. Zoellner, head, MGM shorts and newsreel sales, was in at the local branch.

Indianapolis

Ed Bigley has returned to his managerial post at United Artists after a few days sick leave. . . . Don Mott, former assistant manager, Esquire and Rivoli, succeeds Max Shaefer, who was transferred to the Shadeland Drive-In, as manager. . . . The biggest Shrine Circus in its 10-year history was presented in a colorful event in the State Fairgrounds.

Dean Brown has revamped his Sunday stage show policy at the Lyric, running two night performances without interruption. . . . Paramount and 20th-Fox have booked three Christmas parties at the new Variety Club, which will be open about December 1. The decoration is being done by volunteer members on weekends. . . . Abe Gelman has resigned his position as field representative, Buena Vista, and joined the Paramount sales group. . . . Realart of this city signed a distribution deal for Selznick releases, "The Farmer's Daughter" and "Notorious," and two Edward Small productions, "Davy Crockett" and "The Iriquois Trail."

Pittsburgh

Attilo Stefanon will succeed his brother Jacob as manager, Altoona Drive-In, for Blatt Brothers. . . . Jay D. Frankenbery, assistant to Ken Wooward, Uniontown, Pa., city manager, Manos Circuit, has six brothers now in the armed services. . . . Ray Woodard, head buyer and booker, Kayton and Orpehum, Franklin, Pa., and the Cranberry Drive-In, Cranberry, Pa., and the Freeport Drive-In, Freeport, Pa., and also theatres in West Virginia and Delaware, left for sea duty with the Navy as a reserve officer.

Marsha, five-year-old daughter of Mr. and Mrs. V. L. "Doc" Wadkins, booker, Manos Circuit, is well on the road to recovery from rheumatic fever. Recently she accompanied her Dad just to assist him in booking cartoons. . . . Mary Civitarese, will continue operating the Strand, Pitcairn, Pa. . . . Liberty, Confluence, Pa., is installing a wide-screen and anamorphic lenses. . . . Connie Valentini, Allied Artists secretary, announced her engagement to James California, Vandergrift, Pa.

Lee (Mrs. Mattew) Concar, Paramount switchboard operator, is resigning to await the arrival of a baby. . . . Leonard Mintz, former local UA manager and now a Walt Disney Buena Vista representative, was here on business at the Carlton House. . . . Dick Cvetic, son of Matt "I Was a Communist for the FBI" Cvetic, recently returned to the Stanley Warner Circuit fold from Fargo, N. D. . . . Pete Wellman, former Farrell, Pa., exhibitor and now a circuit operator in the Youngstown, O., area attended the first congress of the Sixth Diocese, which covers the Pennsylvania, Ohio, and West Virginia area.

The RKO exchange projection room screen has been enlarged and it is expected to have anamorphic lenses installed. . . . Paul Bronder, Grandview, has leased the Glade, Mount Washington, Pa., which has been dark for three years. Theatre will be converted probably to a store room. Film salesmen, exhibitors, and branch managers attended a farewell luncheon at the Variety Club for veteran National Screen Service Erie and Mainline salesman Bill Mack, who is retiring and will go to Syracuse, N. Y., to make his home.

Lee Conrad, Park, Meadville, Pa., will arrange a skin-diving equipment show with his showing of "Underwater." Included in the display will be a number of types of fins and masks manufactured by the Voit Rubber Company. Extra large blow-ups of the underwater scenes from the Superscope-Technicolor production will be part of the lobby display.

Closed for about six months, the Aris, Erie, Pa., reopened under the new management of Charles Dilly and Dennis Backus. . . Frank Fairgraves, Regent, Erie, Pa., whose son Bill is now with the army band in Japan, received a letter whereby his son has been chosen to appear in a Columbia feature now being filmed over there. Bill plays first trumpet and will probably be seen playing a solo.

Gray Barker, Clarksburg, Pa., has taken over the licensing and booking duties for the Alpine, Salem, and the Lido, Phillipi, Pa. . . . Pianist Arthur Rubenstein was featured with the Wheeling Symphony orchestra at the Virginia, Wheeling, W. Va. . . . Mr. and Mrs. Charles Warner, Clarksburg, Pa., area exhibitors, vacationed at Fort Pierce, Fla. . . . Mr. and Mrs. Joe W. Mercer, Warwood, Pa., observed their 50th wedding anniversary at a family dinner. A retired pioneer exhibitor, Mercer started in the motion picture business in 1907 at Middlebourne, Pa., and for many years owned and operated the Lincoln, Warwood, Pa. The Mercers have two sons.

Variety Tent One will sponsor a performance of Mae West and her troupe April 17 at the Twin Coaches night club where Miss West will appear for a full week. The dinner and floor show receipts will go to the Variety Clubs charity fund. Perry Nathan, branch manager, National Screen Service, will be the chairman for this affair. . . . John Troy, Parker, Parker, Pa., suffered a virus infection for several days, as did Joe Avari, State, Vintondale, Pa. . . . Knute Boyle, Theatre Candy Company, reports considerable interest in the Sweden fully automatic continuous flow milkshake machine. . . . Lou Hanna and Bill Brooks, Cooperative Theatre Booking Service, were in Clarion, Pa., visiting with their account, the Orpheum. . . . Max Bloomberg, former Johnstown, Pa. area exhibitor, was reelected chairman, Redevelopment Authority of Johnstown.

In order to hypo business, William Zeny, Lake, Erie, Pa., presented a three hour all Polish show, which did a fine business. Admissions were raised to $1.25 for all. . . . Mrs. John Amoroso, Baden, Baden, Pa., is awaiting the arrival of the stork. . . . Joe Sfera, Liberty, Midland, Pa. sojourned to Columbus, O.

The borough council last week adopted a budget for 1955 at Indiana, Pa., where the Manos circuit operated two theatres, and gave the theatres and bowling alleys a cut in the amusement tax rate of from 10 per cent to seven, effective in March. The councilmen were told that the theatres needed relief to make their overhead. Last year, over $11,000 was taken in from the local 10 per cent amusement tax. . . . Mrs. Elizabeth Mae Cromwell, wife of the late John Cromwell, who had been an exhibitor in Bedford, Pa., a number of years, died in the Germer convalescent home, Erie, Pa.

John J. Maloney, MGM central sales manager, who headquarters here, has been named general chairman, Boy Scout convention, May 1 in Saint Pauls Cathedral. Among the Scouts will be the totally deaf lads from DePaul Institute. The veteran film executive is one of the nations leaders in scouting and scout direction.

Former Judge Ralph T. Bell, a cousin of Fayette City, Pa., exhibitor Joe Bell, took out petitions for a Republic nomination for Allegheny county commissioner. . . . The son of A. J. Mayer, local MGM cashier, was named to the Associated Press All-Atlantic Conference basketball team. . . . The Pittsburgh Press is staging its second annual Oscar contest. Nominations, ballots, prize awards are offered to those who predict the seven top winners of Academy Awards.

Barbara Rush made a personal appearance at the John P. Harris and was featured in two lobby autograph parties to exploit "Captain Lightfoot" which was booked with "Jamboree." . . . The Squirrel Hill, Stanley Warner art house, is featuring the oil paintings of Constantine G. Kosak in its lobby. . . . Charley Boasberg, former general sales manager, RKO, was in with the opening of "Long John Silver" at the Fulton. . . . John H. Harris, Jr., son of the local showman, was inducted into the army at Fort Jackson, S. C.

Susan Anderson, daughter of W. E. Anderson, circuit operator, is in the Kane Summit Hospital, Kane, Pa., with a severe attack of strep throat. This is the second time that Miss Anderson has been hospitalized in the past two months. . . . Louis Stuler and Durward Coe, partners in several theatres and drive-ins, have leased the Lund, Carmichales, Pa., from John and Fuzzy Lund. The Lunds have withdrawn from the business and at one time operated eight theatres.

Steve Broidy, Allied Artists president, will be in Pittsburgh the second day of the Allied exhibitors convention, when he will screen "Shotgun" and "Annapolis Story" at the SW Schenley with a luncheon following. . . . W. E. Anderson, veteran exhibitor from Mount Jewett, has acquired the Huntington, Pa., Drive-In and will make this one the second in his new chain of ozoners.

Ralph M. Felton is busy enlarging the screen at his Spotlight 22 Drive-In near Beaver Falls, Pa., to about 90 feet. . . . Andy Biordi, Majestic, Ellwood City, Pa., was reelected venerable of the Sons of Italy lodge for his sixth two year term. Last year the lodge presented him with a new Buick.

Joseph Barati, a coal stripper, will build a drive-in on the old Brownsville Road beyond Bill Green's, at Bruceton, Pa. . . . Paul Bronder, Grandview, Pa., has leased the Glade and the McKee and is renovating both theatres. Both theatres are scheduled for an Easter Sunday opening. . . . Jack DeWaal, RKO home office representative, is now in Pittsburgh. He recently returned from a tour of England, France, and Germany, where he established new systems of operations for RKO.

The Marine recruiting office at Altoona helped exploit "Battle Cry" with publicity photos showing Sergeant A. Tucci delivering the print to Jack Day, manager, Fabian, Altoona, Pa. . . . Alice Zeigler, Variety Club secretary for more than a dozen years, is vacationing in Texas. . . . Chief Barker I. Elmer Ecker is vacationing at Hot Springs, Ark.

Grance Outdoor Theatres, Inc., headed by Theodore Grance, is not with Co-op anymore. Vince Corso will represent three drive-in units, and F. D. Moore, Moore Theatre Service, the others. . . . At a meeting of the Tri-State Drive-In Theatres at the Carlton House, the Jack Williams agency again was named to handle the newpaper advertising season.

Sympathy went out to Film Row mailman Lou Brill and son Jerry, National Theatre Supply, on the death of son and brother Louis Brill. . . . Harris Circuit has made the following shifts here, Tony Coutsoumbus, assistant, J. P. Harris, promoted to the Dennis, Mount Lebanon, Pa., as manager, succeeding John Harris, who transferred to the Pery, Perrysville, Pa., district; Mort Henderson went from the Perry to the Liberty, East Liberty, Pa., and Bob Taylor returns downtown to the J. P. Harris; Bill Zeilor will continue as the supervisory manager, J. P. Harris and Penn, owned by the Skouras organization; operated by the Harris Theatre Circuit.

A recent all-out exploitations campaign, which started to roll when Leon Uris, author, Warners' "Battle Cry," came to town for a one-day personal appearance, snow-balled into such proportions for the SW Stanley, that by the time the ballyhoo was finished the city had seen one of its most complete saturation efforts in a long while, and one successful enough to put the film into hold-over, record-breaking business. Uris was met at the airport by a uniformed guard, who brought him to town for newspaper interviews. The Pittsburgh Sun-Telegraph went all out, with the executive editor, himself, inviting Uris into his office for a discussion. The other two local dailies, Press and Post-Gazette, also covered fully. Highlight of Uris' busy day was a special afternoon meeting with important newspaper per-

(Continued on next page)

Silver Tells SW Zone Meeting To Concentrate On Getting Kids

PITTSBURGH, PA.—"Theatre managers on today's showmanship team must actually execute a perfect double play to keep child attendance on an ever increasing upward trend," declared M. A. Silver, Stanley Warner zone manager addressing 50 key city and community house men.

According to Silver, this double-barrelled attack "involves keeping those children between the ages of approximately nine and 14, for whom the novelty of home television entertainment has worn off, coming to our theatres, as the trend indicates they are doing, and accomplishing this by orginating and programming the proper type of films, combinations, promotions, and activities. Thus the interest of this age group will be heightened and gradually maintained for our own good as the children grow into teen-agers and young men and women, our adults of tomorrow.

"Secondly," Silver pointed out to those present, "we must reach out for the younger element, the kiddies aged three to eight. These are the children who, as of now, largely have no knowledge that a theatre or a giant panoramic screen exists for movie entertainment. This group is being raised via the miniature home screen of television. To get these children into our theatres extra careful planning of approved, suitable film fare must be foremost in our minds, remembering, also, that these youngsters must be brought, for the most part, to the theatre by their parents, a mother, or an older child, and that the screen fare must be of the right type in the mind of this guardian."

Along these lines a tremendous barrage of promotional endeavor aimed at spurring increased child attendance will highlight the Stanley Warner Pittsburgh Zone's "Spring Festival" of showmanship, opening April 3 and running for three months, through June. This all-out, concerted effort to press for and improve the upward trend of small fry theatre attendance will be a most important segment of Stanley Warner managers' duties during the showmanship campaign.

The publicity team or Henry Burger and Phil Katz has already put into motion a unique seat-selling tie-up with Marty Wolfson, Musical Sketchpad television personality of Station KDKA-TV, whose strongest forte rests with the children in the three to eight bracket. He has been booked for 16 consecutive Saturday morning stage shows. His appearances are being backed heavily by promotion on the part of the television station and his sponsor, Tip Top Bread, with thousands of heralds and window cards, sound trucks and store tieups. First experiences have indicated that children are attending with their mother, older sister or other grown-up, making for added revenue. They receive a special paint book, a selection of popular trading cards and a miniature loaf of bread as premiums for attending the special Saturday morning show.



Seen at the recent Stanley Warner Pittsburgh zone's recent conference at the Hotel Roosevelt to prepare for a three-month long "Festival of Showmanship" were, seated, left to right, Lou Fordan, manager, Memorial, McKeesport, Pa.; M. A. Silver, zone head; and Marvin Samuelson, assistant booker and buyer; and, rear, same order, Henry Burger, ad chief; Eddie John, Arsenal; and Harry Thomas, Schenley. Over 50 showmen attended.

With Silver, addressing the men gathered at the confab, was Harry Goldberg, national ad-publicity director, Stanley Warner, who said, "Regardless of other types of entertainment, it is universally acknowledged that there is nothing to surpass the grandeur, scope, and sharpness of large screen theatre presentations."

At the speakers' table were also Ben Steerman, assistant zone manager; Saul Bragin, chief booker and buyer; and district managers Dick Wright, Ohio; Frank Harpster, West Virginia; and "Dinty" Moore, city and Mainline.

Support was pledged the managers by the bookers for strongest product possible. The Stanley Warner booking staff present included Marvijn Samuelson, assistant to Bragin; Bud Gilliam and Gus Davis, features; and Bernie Elinoff, shorts.

Pittsburgh

(Continued from preceding page)

sonalities and representatives of the book dealers, who flooded over 1,000 outlets with appropriate tie-in cards and displays and arranged for the main window of one of the city's busiest variety stores, where an effective, eye-catching display was set. An autographing party was also set up and over 100 patrons were awaiting his arrival at Walleck's. A big welcome streamer and appropriate window greeted Uris. At the same time, the Stanley's ad-publicity team of Henry Burger and Phil Katz, arranged a search for "Miss Battle Cry," with the winner to fly to Atlantic City on an all-expense paid vacation. Another cooperating merchant supplied the luggage. The tie-in was with the Bill Brant Television Show and over 450 entries resulted. A screen trailer in the theatre and a good lobby display enhanced the contest pull. Radio and TV commercials played a big part in the campaign and a special coloring contest with the Pittsburgh Press children's section drew about 8,000 entries. Cash and other awards were offered. A prominent coin and stamp dealer plugged a contest in his window; and also set up an attractive case of coins, stamps and medals in the theatre lobby and the Marines set up and manned a clever, simulated communications center in advance and during opening week. A huge "windbreaker" in the theatre lobby had been attracting a lot of advance notice and 15 of the Stanley Warner Pittsburgh Zone theatres cross-plugged the downtown Stanley engagement via trailers on their screens and special lobby displays.

Allied Motion Picture Theatre Owners of Western Pennsylvania, in convention here, rescheduled its agenda to permit its 150 members to meet with Steve Broidy and Morey R. Goldstein, Allied Artists president and vice-president and general sales manager, respectively, who were in on their nation-wide tour heralding the company's vastly expanded program. The theatre owners representing 400 houses were guests of the AA executives at a luncheon following a screening of "An Annapolis Story" and "Shotgun." John C. Flinn, AA director of advertising and publicity, was also present.

F. D. Moore is now doing the buying and booking for the West End Drive-In, Allentown, Pa., and the Super Skyway Drive-In, Kunsville, Pa.

Al Levy, 20th-Fox branch manager, has been named manager of the company's Boston exchange. Nat Rosen, Albany branch head, succeeds Levy here.

Kentucky

Louisville

Mrs. Nellie Martin, mother of Dick Martin, Ashland, Ky., theatre owner, died in King's Daughters Hospital, Ashland, Ky.

Ohio

Columbus

The Eastside Auto Theatre opened for the season with a new wide-screen and equipment for showing CinemaScope features. . . . Manager Robert Sokol, Loew's Broad, cooperated with the Ohio National Guard in holding an exhibit at the theatre of weapons and equipment during the showing of "The Long Gray Line." The exhibit's theme was "The National Guard Opens The Door To West Point."

Oct. 1 has been set as the date for opening of the 4,000-seat Franklin County Veterans' Memorial in the Civic Center adjacent to the downtown theatre area. Cornerstone of the multi-million dollar structure was laid last week. . . . Harley E. Bennett, Starlite Cruise-In Auto Theatre, Circleville, is the newest member of the Independent Theatre Owners of Ohio.

Toledo

Jack Armstrong announced that a drive-in would be erected at Napoleon, O.

NEWS OF THE Territory

Chicago

Jack Kirsch, president, Allied Theatres of Illinois, will depart with his wife for a Miami Beach sojourn. . . . Jack Gould, former Paramount salesman, joined the H. D. Lee Company. . . . Mrs. Fiorello La Guardia, widow of the Little Flower, visiting friends, attended a sneak preview of "New York Confidential." . . . Nate Platt, B and K executive, and his wife celebrated their 29th wedding anniversary. "Kibitzers" of the staff presented Mrs. Platt with a medal for "service beyond the call of duty."

Charles Feldman, U-I general sales manager, and Manny Gottlieb, district manager, opened a new branch in Minneapolis. . . . Sunset Drive-In made its spring debut with a huge new screen. . . . The 500-car O-C Midway Drive-In, Greencastle, Ind., was scheduled to be placed on sale at the Central National Bank, Greencastle, on March 22.

Popcorn prices were lower recently according to the latest report of the Illinois Cooperative Crop Reporting Service. . . . Ben American Horse, 81, Indian cousin of Chief Crazy Horse, was due here to exploit U-I's picture by the latter name. The oldster is touring the midwest for the film. . . . Walter E. Heller Company, film financiers, declared a 35 cent dividend on common stock payable March 31.

Van A. Nomikos, theatre owner and member, Variety Club, is recovering at home after surgery. . . . Arnold Monnette, 20th-Fox sales, went to Mayo clinic for a checkup. . . . Kosta Lambros leased the Avon for showing of Greek pictures on weekends. . . . Terry Turner, assistant producer, "Gangbusters," came to exploit the film.

Danny Newman, Astor owner, and his wife, Dena Halpern, will depart soon for Tel Aviv where she will act in plays and also direct them. Newman will be producer. . . . Max Roth secured distribution in this area for "Gangbusters." . . . C. V. Clark was named manager, Lyric and 51 Outdoor, Stevens Point, Wis.

Alvin Frank, veteran theatreman and Astor manager, put to good use lessons in detective work gained from viewing films. He spotted a man in the theatre whose deft actions led him to believe he might be a pickpocket. He called in a strolling plainclothes police friend who recognized the suspect as a professional dip. The fellow received a stiff jail sentence. . . . Decatur, Ill., went on daylight saving by vote of the residents.

John Field, Shore manager, observed his 29th year as a theatreman. . . . Harry Rouda, Frolic manager, and his wife returned from a California vacation which they took for Mrs. Rouda's convalescence. . . . George Kerasotes, secretary and general manager, Kerasotes Theatres, Springfield, Ill., and his wife took a Miami vacation.



Jack Kirsch, president, Allied Theatres of Illinois, and recently elected Chief Barker, Variety Club of Illinois, Tent 26, is seen recently delivering his first official address at the installation dinner of the Club at the Congress Hotel.

Abe Teitel went to New York to secure product for his World Playhouse. . . . Danny Newman, Astor owner, took a business trip to Boston. . . . Sam Levinsohn, used seat dealer and his wife are sojourning at Miami Beach.

William Tuttle, MGM makeup chief, here for conferences, gave beauty demonstrations in a department store. . . . Theatre owner Harry Nepo is better after hospitalization. . . . The Carlton, Carrollton, Ill., has a new wide screen. . . . Milton Guinn purchased the Mars, Martinsville, Ill., from Nat Fitzjarrald.

Ben Berve, 67, owner, Rochelle Theatres, Ill., died here. . . . Judith Lindmark,Essaness staff, is recovering following hospitalization from a fall on an icy street. . . . Harriet Stone, B and K Staff, vacationed in Texas. . . . The pioneer Majestic, Jacksonville, Ill., sold recently by Fox Midwest, is to be converted into a store.

Suzanne, daughter of Jack Rose, Manta and Rose Circuit, will be married at the Covenant Club on April 2 to Bernard Spak. Dr. Louis L. Mann and Rabbi Melvin Goldstein will perform the ceremony. Murry Rose, son of Jack, and his wife, Union, N. J., will be present. . . . Ralph Adane was named Ziegfeld assistant manager, following the resignation of Arthur Belasco, who went to Florida.

William K. Hollander, B and K press chief, and his wife celebrated 43 years together. They say their finest anniversary gift is their new granddaughter, Lisa Ann. . . . Tony Padulo, Civic Opera doorman for 25 years, retired. Associates gave him gifts and a farewell party. . . . Grace Blaney, Warners staff, vacationed in Florida.

A press conference which served as a kick-off for the testimonial banquet at which Jack Kirsch, president of Allied Theatres of Illinois and chief barker, Variety Club, will be honored for his services to the community and to the State of Israel, was a success. On that occasion, April 19, at the Covenant Club, Jack Benny will be presented with the first Eliezer Kaplan award for his support, through Israel bond rallies, of Israel's economic development program. Kirsch is former president, National Allied, and is currently a regional vice-president. Among his civic activities have been chairman, amusement division, Jewish Welfare Fund, Combined Jewish Appeal, B'nai B'rith, Red Cross, Community Fund, March of Dimes, Heart Fund, Boy Scouts, and many others. He was founder of Chicago Cinema Lodge, B'nai B'rith, served for two terms as president, and is now honorary chairman of the board. The conference was called by Judge Henry L. Burman, chairman of the board of governors, Greater Chicago committee for State of Israel bonds. Jack Rose, Indiana - Illinois Theatres, heads the amusement committee for the Kirsch testimonial at which 650 are expected. Individual dinner reservations are being made through the purchase of a $1,000 Israel bond. Tom Flannery, president, White Way Sign and Maintenance Company, started off purchases at the press conference with a large block. Kirsch said he was touched and proud to be so honored and added that he takes great joy in participating in the bond program.

Abe Teitel, A. Teitel Film Company, secured distribution of "Davy Crockett,

Shipping Union Sues Columbia

CHICAGO—A $750,000 suit was filed in Federal Judge La Buy's court against Columbia by Patrick J. Cullnan, Jr., individually and as president, Local 374, International Brotherhood of Longshoremen, and Sylvester A. Furst, secretary-treasurer of the union. Asher, Gubbins, and Segall represent the plaintiffs. An injunction is also asked against further showings of the motion picture, "On the Waterfront," which is named as the basis for the suit.

The complaint states that the picture "depicts Longshoremen's Local union 374" and its officials "as being hoodlums and gangsters" and that the union is "under the control of hoodlums, gangsters and strongarm men who disregard completely the interests of the members" and who "use the union only as a means of extorting and obtaining funds for their own personal use."

The complaint furthur recites, "Said film depicts the illegal, corrupt, and dishonest operations of the officers. . . . through pictures and wards" and "shows that the union and its officers are being investigated by a public investigation commission,"and that "through clever and very talented acting and portrayal the officers of the union are represented . . . as being stern, callous, brutal, hard hearted, and savage men.

"To maintain and continue the business of said Local, it is necessary that it enjoy and continue to hold the confidence of its members. . . ." and that Columbia "maliciously and wickedly intended to injure, cause irreparable damage to, and destroy the business of said Local."



Speakers at the recent MGM 11th ticket selling workshop held at the Adolphus Hotel, Dallas, which drew the greatest exhibitor attendance of all the meetings held to date, were, left to right, Irving J. Clumb, managing director, Riverside, Milwaukee, a first-run panelist; Andrew M. Sullivan, Jr., city manager, Dixie Drive-In, Savannah, Ga., the drive-in theatre panelist; Joseph Jarvis, Gilbert Stuart, Riverside, R. I., subsequent run panelist; Joseph Bugala, general manager, Manos Theatres, Greensburg, Pa., independent circuit operations panelist; Lou Brown, advertising and exploitation director, Loew's Poli New England, who headquarters in New Haven, Conn.; Joseph A. Allen, eastern division sales head, MGM, with headquarters in Dallas; L. J. Weber, assistant manager, MGM, Dallas; and LeRoy Bickel, MGM Dallas manager.

Indian Scout," and got neighborhood bookings from the B and K chain. . . . John R. Freuler, Glencoe, Ill., is among the officers of the Atlantic Theatre Corporation, Milwaukee, which filed voluntary bankruptcy proceedings listing liabilities of $49,009 and no assets or exemptions.

Frederik Chramer, Kungsholm, was visited by his long-time friend, Jean Hersholt, honored in Hollywood recently on his 50th anniversary in movies. . . . The theatre's latest powder room gimmicks, mechanical "valets" and "maids," supersized, are dispensing everything from headache powders to nail clips.

Matt Plunkett, who started as usher at the Palace 20 years ago rose in RKO ranks until he became manager and treasurer of the house, has been appointed manager, RKO Mainstreet, Kansas City. He formerly managed RKO houses in Dayton, O., and Detroit. . . . Roman Polys, Filmack staff, has a new son.

The 1954 report of the theatre city tax collection bureau reveals the large increase in movies attendance over the past two years. The take last year was $1,203,243, in 1953 it was $1,118,039, and in 1952, $1,044,414. Total amusement taxes in 1954 were $1,916,495, $1,800,259 in 1953, and $1,718,752 in 1952. . . . Myron Mandy, Belmont manager, is back on the job after a surgery seige. Assistant Al Smith filled in.

Hector Bishop, Coronet manager, had a vacation to brag about. He drove down the Florida east coast, deep-sea fished at Key West and came back on the Florida west coast. . . . Lou Mindling, William Morris staff, overcame a flu attack in the hospital.

Mark Salomon, 89, builder of several pioneer theatres, died. Two sons and a daughter survive. . . . Mrs. Cecelia Rogers, Roosevelt staff, suffered a broken arm and injured shoulder in a fall at home. . . . John Balaban, B and K chieftan, received an okeh at a hospital checkup.

The many friends of Art Stegall, who for many years managed the Oriental, later the Ziegfeld, and Kay Thompson's western dude ranch, will be interested to know he is now established at Reno, Nev. . . . B and K is paying a dollar dividend on common as of March 30. George Heliotes was named Rialto manager, Fort Wayne, Ind.

Robert Sherman, Avalon assistant manager, is filling in at the Frolic during the absence of manager Harry Rouda who took his wife to Los Angeles for convalescence after her recent illness. Hector Bishop, Coronet manager, Evanston, Ill., and his sister are vacationing in Miami Beach, Fla.

Chief Barker Jack Kirsch is elated over the way new members are pouring into Variety Club. Among recent additions are Robert Allen, Charles Baron, Max Berenson, Iz Bernstein, Oscar Bernstein, James Booth, Sam Chernoff, Harry E. Eller, Fred M. Friedlob, Dave Friedman, Alex Halperin, Charles Hogan, Arthur M. Holland, George Lefko, Earl F. Newberry, Ray Nolan, R. Richard Pitts, Rubin Raff, Milton Schuster, Sam Seplowin, Duke Shumow, Bryan Stoner, and Israel Zatkin. Past chief barker Irving Mack is chairman of the membership committee.

Lester Grand, division manager, Confection Cabinet Company, and his bride, nee Virginia Evans, are back from their honeymoon trip to Acapulco, Mexico. . . . Mrs. Ethel Stoner, wife of Buck Stoner, Paramount central division manager, flew to San Francisco to attend her mother, who was ill.

Sylvan Goldfinger, director of Today and other newsreel houses in various sections, sojourned in his fabulous hacienda, Enchilada Acres, Tuscon, Ariz. . . . Variety clubber Manny Gottlieb is counting on a European trip.

Variety Club board of directors announced the following committee chairmen for 1955, Jack Rose, budget and finance; Irving Mack, membership; Lou Goldberg, house; John Semedalas, decoration; Harry Lustgarten and Paul Marr, co-chairman, entertainment and program; Charles Cooper, reception and fellowship; Nat Nathanson, banquet; Dave Friedman, trade papers; William Margolis, newspapers; Joseph Berenson, ticket; Dave Wallerstein, Lou Reinheimer, and Ralph Smitha, heart fund-speakers-celebrity guests; Harry Balaban and Elmer Balaban, co-chairmen, sports and pastimes; Aaron L. Stein, law; and Sam Levinsohn, welfare.

Theatre owner Van A. Nomikos, who went to Billings hospital for a checkup, underwent surgery. Just before entering the hospital he had helped raise $50,000 for the St. Constantine Hellenic Orthodox church. . . . Abe Platt, B and K Northside division manager, came down with a severe lumbago attack on his return from a West Indies vacation. He had encountered the coldest weather in 20 years in portions of his trip.

Dave Tubekis, Indiana manager, Alliance Amusement Company, took a Florida vacation. . . . A patron at the World Playhouse, where "Aida" is showing, complained to owner Abe Teitel, "Some woman is in there singing along with the film." It was Rosa Raisa who starred in "Aida" at the Met Opera a couple of decades ago. . . . Harry and Elmer Balaban pased out cigars on the 17th anniversary of their Esquire.

Enthusiastic good fellowship prevailed at the installation of the 1955 officers and crew of Variety Club at the Congress Hotel, attended by more than 250 theatremen and their guests. A cocktail hour preceded the dinner. Nat Nathanson, Allied Artists regional manager, emceeing, introduced Johnny Jones, Variety International representative. "Variety has 40 Tents throughout the world," said Jones, "which donate $3,000,000 a year for humanitarian purposes." Guest speaker Leo Fischer, Chicago American sports editor, gave interesting highlights and predictions on the 1955 baseball season. He stressed the great work being accomplished at the La Rabida sanitarium through Variety's large contributions. Abe Saperstein of the Harlem Globetrotters also spoke. Judge Henry L. Berman paid warm tributes to Jack Kirsch who was accorded an overwhelming ovation upon being installed as chief barker for the third year. Nat Nathanson acted in conferring upon Leo Fischer an honorary associate membership in Variety.

The Essaness Harlem Outdoor, which boasts a CinemaScope screen 120 feet wide, opened for the season with a spe-

cial introductory price of 75 cents for adults and children under 12 free. . . . Harry P. Vonderschmitt, 77, Indiana exhibitor who started in 1918, passed on at Bloomington, Ind. Survivors are his wife and a daughter. . . . Richard Orlikoff, theatre attorney, is beaming over his first child, James Edward.

Dallas

The Golden Jubilee Banquet honoring Claude C. Ezell was attended by more than 350 members of our American motion picture industry, representatives of the Dallas Variety Club, which he founded, and other well known dignitiaries. George Murphy, MGM star and good-will ambassador for the industry, served as toastmaster. Speakers for the evening included RKO ex-President Ned Depinet; Variety's John Rowley; William Gehring, general sales manager for 20th-Fox, representing Spyros Skouras, who was ill; Judge William McCraw; and Interstate's R. J. O'Donnell. All lauded Ezell's part in the growth of the film industry and each recalled human interest stories which had happened as their paths had crossed through the years. Many of those attending the banquet were also in town for the three conventions, Texas Allied Theatre Owners Association, Texas Drive-In Theatre Owners Association, and the MGM Exhibitor Workshop.

Cleo Moore, star of Columbia's "Women's Prison," was at the Rialto for a lobby party preceding the opening of the picture here. . . . Carl D. Levy, Beaumont, Tex., general counsel, Jefferson Amusement Company, was on hand to address the Texas Drive-In Theatre Owners Association convention. He talked against the proposed toll television, offering a rebuttal to the advantages of the system as outlined by its backers. . . . Shooting has been completed on "Hung Jury," first full-length production by a new Dallas film company. The film is being produced by Norwanda Productions, Inc., and Universal Productions, Inc., headed by Mrs. Ollie M. Jones and Bill Locklin. A Dallas premiere of the film is scheduled for May 1, after it has been edited and a musical score added in Hollywood. This is the first 35 mm. feature film produced in Dallas, according to Mrs. Jones.

Nearly 100 exhibitors and other theatre executives were on hand to greet Steve Broidy, Allied Artists' president, and Morey R. Goldstein, vice-president and general sales manager, when they launched a 14-city tour, during which they tell the story of the new Allied Artists. There was an early morning screening at the Tower Theatre of the "An Annapolis Story" and "Seven Angry Men." There was a luncheon at the Town and Country Restaurant arranged by James A. Prichard, southern division sales manager. At the luncheon, Broidy and Goldstein discussed the company's plans for those pictures screened as well as three forthcoming productions, "The Big Combo," "The Warriors," and "Shotgun." At the luncheon each was given a big 10-gallon Texas hat, making them honorary Texans. John C. Flinn, director of advertising and publicity, is accompanying them on the entire nationwide trip.

Leo F. Samuels, Buena Vista president, and Charles Levy, director, advertising and publicity, were in and met with Card Walker, executive vice-president, who arrived from Hollywood; Douglas Desch, Buena Vista southwest district sales supervisor; and Ed Terhune, Buena Vista field man, on forthcoming product.

Denver

The trustees of the Cooper Foundation Theatres at a recent regular meeting authorized the building of a new 1200-seat theatre in Greeley, Colo. The ground was purchased several years ago, and the theatre itself is expected to cost about $300,000. Pat McGee, general manager, states that he expects the theatre to be in operation on or about Oct. 1 of this year.

Alberta Pike has given up her lease on the Vogue, which she has been operating as an art house the past seven years. She returned the house to the owner, Fred Brown, and has returned to work for Fox Inter-Mountain Theatres. Brown will continue to operate the house as an art theatre and has secured Merf Evans as manager. Evans, manager, Lakewood, is an inventor of a low cost 3-D and CinemaScope lens, which he has been using at Lakewood. . . . With a strike in progress at the Gallagher Transfer Company, principal transporter of film in the region, bookers have had to resort to other methods of transportation for their product.

Realart has moved to 2081 Broadway, with Hal Fuller now acting as their sales representative in the Denver and Salt Lake City areas. The American Releasing Corporation made a similar deal with Fuller. Laura Haughey will be office manager and booker for the two companies. . . . Robert Quinn, formerly in Denver as a Paramount field publicity man, returns in a similar capacity for Warners. The past two years he has been western division manager and ad director, Stanley Warner Theatres.

Seen on Film Row were Wilbur Williams, Claude Graves, and Dick Koenig, Boulder, Colo.; Bud Brown, Phillipsburg, Kans.; Glen Wittstruck, Meeker, Colo.; Mrs. O. D. Stevens and Mrs. R. H. Magor, Pine Bluffs, Wyo.; C. E. McLaughlin, Las Animas, Colo.; Mrs. Bert Lewis, Holyoke, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Robert Smith, Steamboat Springs, Colo.; Herbert Gumper, Center, Colo.; J. K. Powell, Wray, Colo.; George Kelloff, Aguilar, Colo.; John Murray, Springfield, Colo.; Mitchell Kelloff, Trinidad, Colo.; Palmer Allen, Morrell, Neb.; J. H. Roberts, Fort Morgan, Colo.; John Sawaya, Trinidad, Colo.; John Burton, Scottsbluff, Neb.; George and Harold McCormick, Canon City, Colo.; Mr. and Mrs. Fred Anderson, Eaton, Colo.; Irving Gilman, Salt Lake City; E. Merl Gwin, Benkelman, Neb.; Neil Beezley, Burlington, Colo.; Carmen Romano, Louisville, Colo.; Jim Kennedy, Brighton, Colo.; Nervin Reed, Glenrock, Wyo.; and Russ Dauterman, Salt Lake City.

Des Moines

An 18-year-old usher was arrested for attempted arson in connection with two fires at the Des Moines, here. Both fires were put out before any extensive damage resulted. The usher, Eugene Showers, told police he set the fires because he was reprimanded by theatre officials for not doing his work. In both fires he aided in extinguishing the blaze. . . . The Jesup Lions Club, operator, theatre at Jesup, Iowa, has decided to close the house. The club said it would like to reopen the theatre if arrangements could be made for the showing of CinemaScope or some other wide screen projection. . . . Kenneth Moore, Logan, Iowa, has purchased the Logan from Alan Gardner, who had operated it for two years prior to the sale.

Kansas City

Don Clark has been named to succeed Chuck Decker, who resigned as head booker and office manager, Allied Artists, it was announced by R. M. Copeland, exchange manager. Clark, for the last four years, had been a booker for Paramount. Prior to that he was a booker for Columbia.

Thirty-two managers from the Commonwealth Circuit, consisting of only outdoor men, convened for the MGM Workshop and their own convention. The meeting opened with Bob Shelton, president, Commonwealth, making some pertinent remarks about the Commonwealth, family and the virtues and ambitions that Commonwealth desires to see in effect in drive-in operations this spring. Shelton said, "Commonwealth is a family that believes in ideas and the execution of ideas can only come about through the cooperation of every man in the organization. M. B. Smith, director of advertising, acted as master of ceremonies during the sessions. He spoke to the managers about the freedom of ideas and Commonwealth's desire to see their manpower have a chance to gamble with all of the showmanship at their command. The theme of the meeting was a search in all departments for new angles that will help improve the customer's impressions of drive-in operations. Courtesy and service are to get extra attention and drive-in managers were encouraged to stress slanted appeal toward family entertainment. The quality of the motion picture, the manager's knowledge of it, and the angles used to stress its entertainment values will receive high attention this year. Managers were also encouraged to survey policy with an extremely critical eye and to "let your voices be heard in the highest channels of your organization!" K. K. King, manager, Rialto, Searcy, Ark., presented the Brown and Bigelow calendar idea which is being tested in nine towns in the company. Fred Muhmel, head, concession department, gave a detailed talk on new equipment and ideas. He displayed some clever 14-inch circles in five colors plugging various concession items. Dick Wommack, manager, Pawnee Drive-In, North Platte, Neb., gave a resume of "gage and gimmicks" which can be used to further showmanship efforts. Martin

Stone appeared before the managers with some ideas about how tape recordings can be used to improve drive-in operations and concession sales. A luncheon was held for all managers, home office personnel in charge of departments, bookers, and the film buying staff. Dick Orear spoke about the maintenance problems. Dale Stewart, Riverside Drive-In, delivered an address about "Concession Stand Operations," M. B. Smith spoke to the managers about "The Power of Newspaper Ads," "Your Opening Newspaper Campaign—Drive-In Style." Managers were given a layout of proofs for a nine-day buildup for the opening of all drive-ins in their local newspaper. Those having weekly papers were shown how to split the ads and scatter them in prior issues to the opening date.

Milwaukee

Exhibitor panelists for MGM's Ticket Selling Workshop at the Schroeder Hotel, set by Mike Simons, customer relations director and moderator at the meetings, were headed by J. P. Harrison, veteran manager, Interstate's Campus, Denton, Tex. A speaker of renown and winner of many exploitation contests over the years, Harrison is celebrating his 50th anniversary in show business. The Milwaukee Workshop kicked off a two-day meeting of Allied Independent Theatre Owners of Wisconsin. Sig Goldberg, Wausau, Wis., president, and Harold Pearson, executive secretary, Allied unit, are cooperating with MGM. Emery Austin, MGM exploitation director, was to start the panel discussion with a detailed exposition of MGM's 33 exhibitor aids. Ralph Batschelet, representing Television Theatres of Colorado, with headquarters at Denver, was to be the drive-in panelist. Ivan D. Anderson, Liberty, North Wilkesboro, N. C., who served previously as a panelist at Jackson, Miss., Memphis, and Columbus, was to participate for the fourth time. Rounding out the panel was to be Ted Irwin; Electric Larned, Kans. The Coca-Cola Company was again to be luncheon host. Co-hosts were branch manager John G. Kemptgen and midwest division manager Burtis Bishop, Jr. Chicago branch manager William J. Devaney has invited northern Illinois exhibitors to attend.

Bill Ainsworth, Shawano, Shawano, Wis., was in and advised that owing to pressing business he was unable to take his Florida vacation as planned. . . . Russ Leddy, Orpheum, Green Bay, Wis., was a visitor on Film Row. . . . Blue Mound Drive-In, Elm Grove, Wis., opened. This is the first drive-in to open in this territory. Bob Gross, general manager, advises that they have installed pizza pie in their concession stands.

Minneapolis

A new three-year contract has been signed by Minneapolis drive-in operators and the projectionists, members of AFL Local 12, winding up all negotiations between the independents and the union. According to the new contract, the projectionists will get no pay increase the first year, five cents the second year, and five cents the third year. Five drive-ins employing 10 projectionists were covered by the agreement. Earlier a threatened strike by projectionists at 40 neighborhood and two loop theatres was averted when the union accepted a compromise recommended by William Donnelly, international vice-resident, IATSE. The contract called for no pay increase this year, an eight-cent increase in 1956 and another eight-cent increase in 1957. Ted Mann, operator, World and Suburban World, was chairman, employer negotiating committee.

Irving Marks, Allied Artists branch manager, and Joe Loeffler, Republic branch manager, were in Fargo, N. D., calling on accounts. . . . Joan Clemente, stenographer, Warners, was honored by office associates at a bridal shower. She will be married May 28. . . . Harry French, president, Minnesota Amusement Company, was in New York on routine business. . . . Joe Rivkin, representative, Allied Artists, was in to make arrangements for the luncheon for AA president Steve Broidy and vice-president Morey R. Goldstein at the Nicollet Hotel. They will discuss forthcoming product and tell the story of the new Allied Artists and its transition to major studio status. . . . Earl Lorentz, salesman, 20th-Fox, retired after being with the company for 25 years.

Annabelle Weaver, receptionist, Columbia, is hospitalized. . . . Margaret Skelly is the new biller at Columbia replacing Joan Grussing, who moved to California. . . . Roger Dietz, booker, Columbia, bought a new home in suburban St. Louis Park and is moving in April. . . . Charles Good, MGM checking supervisor, was in from Chicago. . . . Recent out-of-town exhibitors on the Row were Frank Kinas, Thorp, Wis.; Paul Perrizo, Blue Earth and Winnebago, Minn.; L. H. Clark, Parkers Prairie, Minn.; Harvey Gifford, Kiester, Minn.; Donald Stern, Prairie Farm, Wis.; Sid Heath, Wells, Minn.; Gordon Spiess, Glenwood City, Wis.; and A. Steffen, Alexandria, Minn.

Don Swartz, operator, Independent Film Distributors, was in Chicago and Milwaukee on business. . . . Irma Brown, MGM assistant cashier, is taking a three-month leave of absence to be with her family in Texas.

The premiere of Allied Artists' "The Big Combo," Gopher, was handled in big league style by AA publicist Irving Shiffrin, from the home office, and manager Ed Linder. A private screening for all Twin Cities disc jockeys and newspaper men paid off in many radio and TV plugs and reams of added newspaper space. In the downtown district, 105 window displays were garnered. Film Dispatch trucks were bannered for two weeks and the Suburban Cab Company used special bumper banners on their entire cab fleet. In advance of opening, 15,000 heralds were distributed, and for street bally, a sandwich sign man was used.

Virgil Mannie, Jr., assistant manager, Gopher, resigned and has been replaced by Sam Saposnik, recently discharged from the armed services. Saposnik was assistant manager, Bergers Palace, before he went into service. The Palace was demolished some time ago.

Theatre architect Seeman Kaplan and his wife returned from Lima, Peru, where they had been vacationing at a resort for a month. . . . John Wright has installed CinemaScope in his Granada, New Prague, Minn., and plans to redecorate the stage, lobby, and foyer. . . . Ida Shartin, district manager's secretary, Warners, vacationed in Miami Beach, Fla.

Burtis Bishop, Jr., MGM midwest sales manager, and Eli Kalisch, home office assistant to Bishop, were in. . . . Sam Gorelick, RKO district manager, was in, as was Ben Marcus, Columbia midwest district manager. . . . G. P. Qualey, operator, State, Lanesboro, Minn., is back from Florida where he had been vacationing since January. . . . A heavy radio and television campaign preceded the opening of "Gangbusters" at the Lyric, here, and the Riviera, St. Paul, Minn. Picture is being handled by Don Swartz' independent film distributor in the territory.

M. A. Levy, 20th-Fox midwest district manager, is vacationing in Florida. . . . Chick Evens, 20th-Fox exploiteer, was in for "A Man Called Peter." . . . Recent out-of-town exhibitors on the row were Fred Lentz, Wilmot, S. D.; E. A. Reynolds, Princeton, Minn.; Roy McMinn., Superior, Wis.; and Howard Gould, Glencoe, Minn. . . . Radio City carried the two-hour show for the benefit of CARE on March 28. The 4,000-seat house was priced at $5 a seat.

A heavy snowfall which accumulated on the canopy of the Lyric, Le Center,



The above is a general view of the Commonwealth Drive-In Theatres meeting held recently at the President Hotel, Kansas City, Mo.

Minn., caused it to tear loose from its anchoring and plunge to the sidewalk during theatre hours recently. No one was injured. . . . Interior wall panels and decorations at the Paradise, Mona, Minn., were damaged by heat and smoke from a smouldering fire. The fire ate its way through the insulation in the walls and ceiling of the house. . . . Allied Artists is negotiating for the lease of the former U-I exchange on Film Row, according to Irving Marks, branch manager, and may move from its present location on nearby Glenwood Aveune. . . . Thieves forced open the boxoffice of the Lyceum, combination legitimate and film house operated by Ben Berger, and made off with $160 in rolled coin. . . . Sunday motion pictures, illegal in South Dakota since 1907, were approved by the Legislature sitting in Sioux Falls.

Oklahoma City

Funds amounting to $112.65 were raised recently at the Time, Stigler, Okla., for the Haskell County Dairy Breeders Association. The funds came from half of the receipts of a two-day run of a film at the theatre and were enough to pay off all debts of the association. Sponsor of the association is the Stigler Lion Club's dairy committee.

Bill Maddox, U-I salesman, is now back on the job after having spent several weeks in the hospital from an attack of penicillin poisoning. . . . Hy Martin, U-I district manager from Dallas, was in. . . . Barbara Rychlec, receptionist, MGM, has announced her engagement to Jimmy Cook, Bourlon Electric Company. They plan to be married in the early fall.

S. B. Rucker, cashier, Paramount, and his family spent the weekend at Lake Texhoma fishing. . . . Bob Bixler, Paramount publicity man, Dallas, was in. . . . Fran Johnson, contract clerk, Paramount, spent the weekend with her mother in Minco, Okla. . . . Sam Brunk, Buena Vista representative for Oklahoma, just returned from Dallas.

Out-of-town exhibitors seen were J. B. Seale, Seale Drive-In, Lockney, Tex., J. E. Holt, Wigwan and Holt, Coalgate, Okla.; Mrs. Bess M. Wilkie, State, Harrah, Okla.; Woody M. Minor, Pix, Wewoka, Okla.; H. B. Robb, Jr., Admiral Drive-In, Tulsa, Okla.; Bernard J. McKenna, Oklahoma, Norman, Okla.; W. E. Jones, Star, Sand Springs, Okla.; Robert E. McFarland, Coronado and Lake Air Drive-In, Putnam City, Okla.; Ray Hughes, Liberty, Heavener, Okla., E. M. Freiburger, Dewey, Dewey, Okla.; Mrs. R. R. McCoy, Broncho and Gem, Edmond, Okla.; J. Y. Greenwood, Greenwood, Boswell, Okla.; Jess Cooper, Lyric, Chelsea, Okla.; Wesley Hodges, Bulldog, Weatherford, Okla.; Bill Cleverdon, Ritz, Eldorad, Okla.; V. A. Wilkinson, Ritz, and Joy, Comanche Okla.; C. L. Lance, El Rancho, Ringling, Okla.; Johnny Fagan, Bunavista Drive-In, Borger, Tex.; and Don C. Cole, Bison, Buffalo, Okla.

Omaha

Mayor John Rosenblatt proclaimed March 21-26 as "Strategic Air Command Week" marking the ninth anniversary of the formation of the U. S. Air Force's Strategic Air Command, headquartered at Offutt Air Force Base here. Paramount's "Strategic Air Command" was previewed at the Orpheum with James Stewart and June Allyson joining in. Newspapermen, magazine writers, photographers, radio and TV commentators received special briefings at the Offutt Base on the structure and plans of the SAC. Harold D. LeMar, chairman, Omaha Chamber of Commerce, Armed Forces Committee, said the city considered it "a real privilege" to be the focal point of the event. The showing of the film also was a special presentation of VistaVision on a new, giant curvilinear screen, with use of specially designed new horizontal projectors. The invited newsmen were flown to the Offutt Base by military air-lift from Los Angeles and New York. Another feature of the event was the SAC anniversary at the Blackstone Hotel.

St. Louis

The 1955 annual meeting of the Missouri-Illinois Theatre Owners, an affiliate of the Theatre Owners of America, will be held at the Chase Hotel, St. Louis, on Nov. 21 and 22. Lester R. Kropp, president, MITO, has announced. The meeting voted to name Sid Sayetta, resident manager, Midwest Drive-In Theatres, to fill Bill Powell's place on the MITO board of directors.

In East St. Louis, Ill., the 55-year-old Avenue theatre building is being razed to make way for a new F. W. Woolworth Company store that is scheduled for completion next November.

In Manchester, Mo., a fire of undetermined origin swept through the Colonial building and also damaged two adjoining store buildings and an upstairs apartment suite. All were unoccupied. Fire Chief Joseph Seibert estimated the loss to the theatre structure and its contents at $8,000. The theatre hasn't been operating for some months.

The Manchester Drive-In, Des Peres, Mo.; 66 Park-In; and the second section of the South Twin Drive-In, have been opened for the 1955 season. Other area drive-in reopenings were Olney Drive-In, Olney, Ill., and the Sky-View Drive-In, Litchfield, Ill. The Olney Drive-In, owned by H. E. Coen, Robert Hill, and Clarence Young, is widening its screen and installing equipment for CinemaScope. . . . The Rendezvous Drive-In, Flora, Ill., owned by Harry Jones and his Valley Drive-In Corporation, and their Fairfield Drive-In, Fairfield, Ill., have both been equipped for CinemaScope and have widened their screens.

A number of the neighborhood and suburban theatres have recently gone to six-day operation, closing one night each week. It is understood that this arrangement is an aftermath to the recently signed new wage scale and working agreement with Local 143 of the Moving Picture Operators Union that provides for one-man operation in a number of the theatres, increased wages, and a pension plan, etc.

Hugh McGregor, owner, Ritz, Arcola, Ill., is a patient in a Tuscola Ill., hospital. . . . Mrs. Edith Major, owner, Main Street, Paris, Mo., and also Major Drive-In there, has been confined to her home by illness. . . . W. Herschell Eichhorn, owner, Roxy, Mounds, Ill., and the 51 Drive-In, Cairo, Ill., was enjoying a few days rest at Hot Springs, Ark. . . . Bill Griffin, booker-buyer, Rodgers Theatres, Cairo, Ill., is back on the job again, having recovered from his recent illness. . . . T. J. Bankhead, State, Bowling Green, Mo., and Mrs. Bankhead returned from a Florida vacation.

Harry C. Arthur, vice-president and general manager, Fanchon and Marco Inc., and Edward B. Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company, were in New York City. . . . Eddie Clark, Metropolis, Ill., is in Texas on a visit. . . . Gladys Kaiser, biller, Paramount, started her two-week vacation and plans to move to new living quarters during that time. . . . Loren Cluster, Salem, Ill., and Mrs. Cluster, flew to Florida and the Bahamas. . . . Don Davis, theatre department, RCA, Kansas City, was in. . . . Isaac Landau, bookkeeper, McCarty Theatre Supply Company, is very proud of his final American citizenship papers.

The Wehrenberg Circuit added 600 additional spaces in their 66 Park-In during the off-season, increasing its capacity to 1,300 cars. . . . Charley Goldman and George Ware visited the exchanges to acquaint the personnel with the fine accomplishments of the Film Employees Welfare Fund for the needy in the industry.

In Mansfield, Mo., the Mansfield, owned and operated by Howard Pryor, was closed for an indefinite period. . . . Tom Bloomer, Bloomer Amusement Company, Belleville, Ill.; Izzy Wienshienk, district manager, Publix Great States, Alton, Ill.; and Howard Spies, formely of Cleveland, the new booker-buyer for the Midwest Drive-In Theatres, were inducted into membership of Tent Four, Variety Clubs International.

When "Knock on Wood" opens its first-run engagement at the St. Louis, it will be the first time in several months that a Paramount picture has played a Fanchon and Marco-St. Louis Amusement first-run house. The engagement is the first under a new contract that was negotiated with Paramount officials by Harry C. Arthur, Jr., general manager, Fanchon and Marco, Inc., and Edward B. Arthur, head, Fanchon and Marco-St. Louis Amusement Company Circuit. The new deal breaks the road block of this important product for the subsequent run houses that key from such first-run houses. The disagreement over rental terms held up the showing of the 1954-55 pictures here for some six months.

Representatives of area theatres were prominent at the 1955 Red Cross fund drive kickoff. The signal for starting the local campaign to raise $1,150,000 was sounded in an intra-city broadcast of all radio stations. Representing the industry were Lester R. Knopp, co-general manager, Fred Wehrenberg Theatres, and president, Missouri-Illinois Theatre

Owners; Tom Bloomer, Bloomer Amusement Company, Belleville, Ill., and immediate past president of MITO; Frank Henson, resident manager, Loew's Theatres; Roy Muehlemann, Fanchon and Marco-St. Louis Amusement Company; Sidney Sayetta, manager, Airway Drive-In; Demetrious James, New Comet; Nick Karakas, Roxy; and Myra Stroud, managing secretary, MITO.

In Flat River, Mo., construction has been started on the new 500-car drive-in theatre about one mile west of here which will be owned and operated by Frank Plumlee and Tom Edwards, Jr. . . . In Hartville, Mo., Mrs. Marie Evans, owner-manager, Hart, 200-seater, has announced that the theatre will be closed until April 15.

Stu Tomber, Rio Syrup Company, announced that his company had recently added the following new lines, Flavo Shrimp Roll, Perlick Dispensers, Standard Automatic Carry-out trays, the Tarkio Popcorn line, and the Scotsman Ice Makers.

Clarence Bull, MGM portrait cameraman for the past 30 years was here on a good-will tour. Mrs. Bull is accompanying him. . . . Bill Griffin, booker-buyer, Rodgers Theatres, Cairo, Ill., checked into St. Mary's Hospital there for a complete checkup and indicated medical attention. . . . Jimmy Frisina, Taylorville, Ill., Illinois amateur golf champion and buyer, Frisina Amusement Company, Springfield, Ill., has gone to Florida for two weeks of golf.

Leo Keiler, president, Columbia Amusement Company, Paducah, Ky., is in a Los Angeles hospital for an indefinite period, and his plans for a tour of Japan have been side-tracked for the time being. . . . The Paducah Country Club was destroyed by a recent fire. Loss to the club and contests was estimated at $300,000. Jack Keiler, Columbia Amusement Company, Paducah, Ky., was a director of the club. . . . Joseph Bowles recently rejoined the Midwest Drive-In Theatres organization. . . . Frank Bloomer, Belleville, Ill., has been vacationing in Florida.

Final actuarial and legal details of the proposed pension and retirement program for the members of the Moving Picture Operators Union Local 143 are now being worked out. Some of the nation's leading actuaries are working on the plan to make certain that it will work as planned through the years ahead. The new pension system was provided for in the new contract and working agreement reached by the union with local theatre owners several weeks ago. . . . Reportedly in-a-car heaters are to be installed by the North Drive-In, owned by Clarence Kaimann and Wehrenberg Circuit.

In Jackson, Mo., triple funeral services were held for Robert Kent Wilson, owner, Palace; his daughter, Miss Irene Wilson, 42; and his daughter-in-law, Mrs. Robert Wilson, 46, a widow, who operated the theatre, all of whom lost their lives in an automobile accident while they were returning from a business trip that included the booking and buying of pictures for the theatre. Wilson's only son, Robert Wilson, lost his life in another automobile accident about five years ago. The father, who was 72, published the Jackson County Cash Book, a widely known and highly regarded weekly newspaper. He also was president, Jackson Building and Loan Association.

In Martinsville, Ill., the Mars, 324-seater, has been sold by Nat and Grace Fitzjarrald to Milton and Mary Guinn. . . . In Arlington, Ky., the Arlee, 300-seater, owned by the Stout theatre interests, Cairo, Ill., has been closed because of lack of business. The closing is for an indefinite period. D. B. Stout, Cairo, also announced that the circuit has closed the 300-seat Wick, Wickliffe, Ky., which had been operating on a part time basis for some months. Other theatres owned by the circuit that have been closed are the Uptown, to be razed to make way for highway widening project, and the City, Mound City, Ill., that was under lease to Mr. and Mrs. J. H. Bizzel, Jr. The Stouts are building their third drive-in, a 450-car project at North Fulton, Ky. It will have a wide-screen and be equipped for the presentation of CinemaScope pictures. They are also enlarging the screens of their Charleston Drive-In, Charleston, Mo., and the Airport Drive-In, West Paducah, Ky. They have purchased the necessary equipment for these drive-ins through the local National Theatre Supply branch.

In Quincy, Ill., the recent sale of the building that includes the Glen to Clem Bickhaus will not affect the continued operation of the theatre by the Dickinson Operating Company, Inc., Mission, Kans., it has been announced by Mrs. Zelma Unger, manager. The Dickinson organization has a 10-year lease on the theatre. The theatre was remodeled extensively after it was taken over by the Dickinson company. . . . The Belasco, also operated by the Dickinson Circuit, has completed its program of remodeling the projection booth and the installation of a wide-screen for the presentation of CinemaScope.

Salt Lake City

A special kiddies costume party was held at the Utah, operated by Inter-Mountain Theatres. In addition to showing U-I's "Chief Crazy Horse," prizes were awarded to winning costumes in the most novel, original, authentic, and colorful categories. . . . Exhibitors in town included Deward Shiner, Main, Vernal, Utah, and H. D. Jorgensen, Main, Rigby, Idaho.

San Antonio

A lone gunman attempted to hold up the cashier of the Texas, operated by the Interstate Theatre Circuit. He failed to get any money. . . . G. W. Wooten is a former employee, Kelly Air Force Base, and is currently operating the Sunset and South San here. In his ads which appear in the "Flying Times" base newspaper, he lists names of his friends among those who star in the films. If the person whose name appears in the ad brings his family to either of the theatres they are admitted free as guests of Wooten.

Hearings were held here by the Texas railroad commission to determine if Kirby Film Service (Blue Bonnet Film Service, Houston) and Valley Film Service should be allowed to have direct service from Houston to San Antonio and on to the Rio Grande Valley and other parts of the territory now served out of San Antonio. Among those attending the hearing were Eddie Vela, manager, Frels Circuit, Victoria, Tex.; Theo-Routt, head booker, Long Theatres, Dallas; and O. A. Woody, O and A Film Lines, Lubbock, Tex.

The marquee of the Uptown, Grand Prairie, Tex., had three words last week, "It's A Boy." It was Jerome Silver's way of telling his friends of the big event. The youngster weighed in at 7 pounds, 13 ounces. . . . A lone holdup man got about $50 from the Hempstead Drive-In, Houston, Tex. The cashier, Mrs. J. S. Hammer, said that the man walked up to the booth, pointed a revolver at her and handed her a paper sack in which he told her to put the admission money.

Seattle

Don Prince, RKO representative, Los Angeles, was in working on "Underwater." . . . Sam Siegel, Columbia exploiteer, was in southern Oregon promoting "The Long Gray Line" . . . Walter Hoffman, Paramount's northwest publicity director, covered the Portland and southern Oregon territory for "The Country Girl." . . . Glenn Haviland left for Cincinatti to attend another conference regarding the Colosseum salesmen's new contract. . . . Gordon Wallinger, Allied Artists salesman, returned from a trip to the Okanogan Valley. . . . Mike Powers, eastern Washington salesman, 20th-Fox, was on the Row and has returned to Spokane. . . . Mr. and Mrs. Buck Seale, he's Columbia eastern Washington salesman, were seen on the Row.

Ed Cruea, branch manager, and salesman Gordon Wallinger, will attend Allied Artists regional sales meeting to be held in San Francisco April 1. Also attending will be the men from the western districts of Portland, San Francisco, and Salt Lake. . . . Phil Chamberlain has been named manager, Sterling's Gateway, Kirkland, Wash. . . . Film Row's Dixieland Band, under the able leadership of Jack J. Engerman, played a benefit performance at the Shorewood clubhouse on Mercer Island, with receipts going to the Orthopedic Guild.

A wide outdoor screen has been installed by Modern Theatre Supply at the Prosser Drive-In, Prosser, Wash., owned by Jack Pearl, and a wide-screen plus full CinemaScope has also been installed at the Y Drive-In, Kennewick, Wash., owned by Fred Hair. Modern has also completed installation of large screen and full CinemaScope at Phil Polski's Amphi Drive-In, Portland, and at Goshon's G., Mossy Rock, Wash., a new RCA wide-screen and optical CinemaScope has been installed. . . . Corbin Ball, who has been associated with the Columbia Basin Theatres, left the organization. Jim Dugard is replacing Ball at Ephrata, Wash.

NEWS OF THE Territory

Boston Crosstown

In connection with the opening of the Japanese film, "Gate Of Hell," at the Exeter Street, Miss A. Viola Berlin, managing director, staged a 5:30 p. m. screening followed by a Japanese-style supper at the Sheraton-Plaza Hotel. The affair was for the film press and critics, members and officers of the Japan Society of Boston, and several invited guests. Among the latter were Robert Treat Paine, Museum of Fine Arts, the Boston manager of Northwest Airlines that has scheduled flights to Tokyo, and Edward Harrison, national distributor, "Gate Of Hell." The Japanese supper was prepared by Miss Miwa, secretary, Japan Society of Boston, who asked Japanese students and members of the society to assist her, all gowned in their authentic Japanese costumes, making a colorful and attractive gathering. Miss Berlin graced the occasion as the hostess.

A managerial shift at the Beacon Hill places the 25-year-old Harry Harding as the youngest general manager of a downtown first-run in the city. Harding started his managerial career two years ago as assistant at the Beacon Hill, under Sam Richmond. He had had a background of legitimate theatre experience as an actor and as a stage manager as well as some night club entertainment work in this city and on Cape Cod. He had been connected with the Monomoy, a summer stock theatre, in Chatham on Cape Cod. Three months ago, after the resignation of Richmond as general manager, Beacon Hill, Harding was retained as assistant to the new manager, Anthony Zinn. When Zinn resigned, Benjamin Sack, owner, promoted Harding to the full managerial duties. His first significant move was the hiring of an assistant manager. He selected the services of Sebastiano "Jim" D'Angeli, former manager of a Howard Johnson stand. Together, these two men comprise the youngest managerial team in the city. The first program under the new setup at the Beacon Hill was the Greta Garbo film, "Camille," which opened to one of the best opening days in the history of the house.

All exhibitors, managers, and theatre owners in the Providence area were invited to a luncheon hosted by Embassy Pictures Corporation at the Hotel Sheraton-Biltmore today (March 30). The occasion is to outline the full campaign for "Davy Crockett, Indian Scout" which is booked in 25 day-and-date theatres for an April 13 showing. The film is backed by a huge local TV and radio campaign from stations WJAR-TV and WEAN, radio. There will also be a big newspaper campaign. Joseph E. Levine, president, Embassy, will address the group informally. Attending will be the TV and radio representatives, newspaper personnel and several local merchants, particularly



Harry Carey, Jr., is seen in Boston at the recent opening of Columbia's "The Long Gray Line" at the State and Orpheum. He is with the Reverend Edward Hartigan, a member of the Class of 1915 at the U. S. Military Academy; looking on is Lieutenant Governor Whittier, Massachusetts, and Mrs. Whittier.

those selling childrens' clothing and record and sheet music. Theatre personnel will be told how to benefit from the costly TV and radio campaigns. Accompanying Levine from Boston will be his publicity director, George Kraska.

April 18 at 10 a. m. is the date set for the hearing on the merits in the RKO "French Line" censorship case in Federal Court, where it will be before a three-Judge court. Joseph Welch and George Foley, Hale and Dorr, are the attorneys for the plaintiff, RKO, involving three suits against the Commissioner of Public Safety, the Mayor of Boston, and the Mayor of Lynn, Mass.

During the winter a record has been established for snow in the Presque Isle, Maine, area, according to exhibitor Charlie Brooks, who came here to attend the toll-TV meeting. More than 160 inches had fallen during the winter and five feet was still on the ground when Charlie took off for Boston. Was theatre business affected by the heavy snows? "Not much," was the answer, "We're used to it."

The Commonwealth of Massachusetts will again extend daylight saving time into October and most of New England will probably go along with the Bay State this year, according to Governor Christian Herter. Daylight saving starts Sunday, April 24, and closes the last Saturday in October. Governor Herter said that the New York City Council has approved extending daylight time through October and that the New England Governors' Council agreed some time ago to duplicate any action approved by New York.

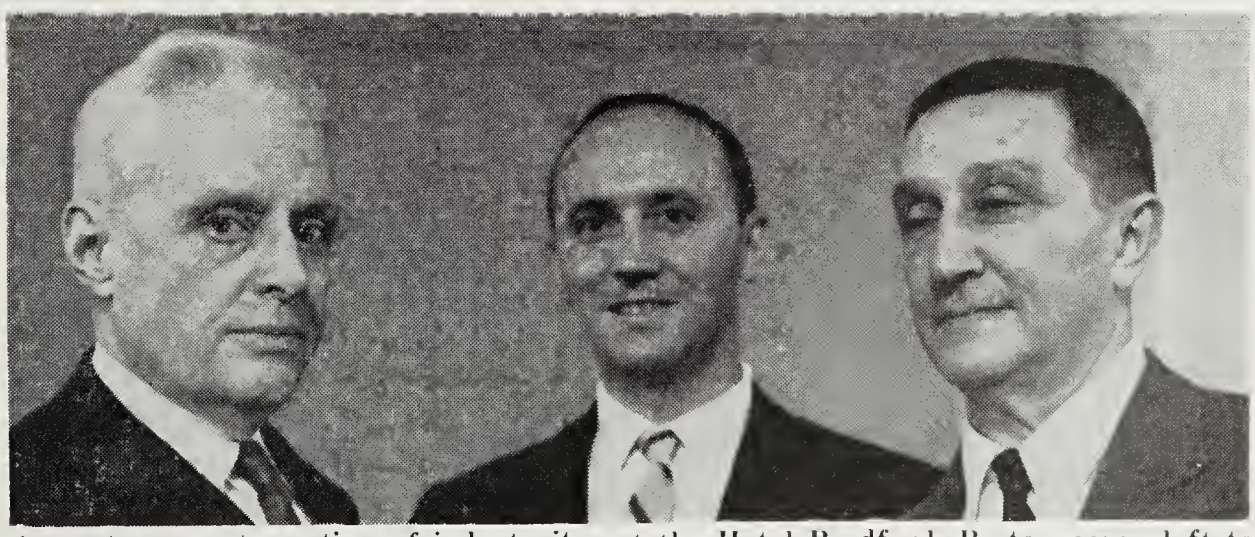
Eliminations announced by the Bureau of Sunday Censorship included "Land Of Fury," parts 1 to 10 (Deletions: Eliminate scene showing Wayne and Mona going to ground after Wayne kisses Mona, in part 7; eliminate the word "adultery," which appears twice in part 7). U-I.

A permit has been issued for a new drive-in in Middleton, Mass., on Route 114 on the Danvers - Middleton line, a short distance from the proposed Jordan Marsh Company Shopping Center. Stephen Minasian heads the group of builders of the new theatre, scheduled for a mid-June opening. This is the company that built both the Oxford and the North Reading Drive-Ins, under lease to American Theatres Corporation. No lessee has been named as yet.

Ben Benson, Brookline, Mass., whose stories have appeared in the Saturday Evening Post and other magazines, adds his name to the list of local writers whose work isfinding its way onto the screen. Universal-International has bought his "State Police," which deals with law enforcement in Massachusetts. . . . Arnold Van Leer, Paramount publicist, has received a supply of assorted sized space suits, for use in exploitation of "Conquest from Space." . . . Johnny Walton, Columbia booking department, has been proudly displaying a new, personally autographed photograph from Betty Grable, whom he has known for a number of years, with a special message to him. . . . Stan, son of Art Moger, Warners publicist, is active at Colby College, Waterville, Maine, where he is a freshman, in a club presenting 16-mm movies.

Film District

Following on the heels of the John M. Connolly resignation comes word of the resignation of John A. Feloney, branch manager, 20th-Fox, who will establish a buying and booking organization as soon as he returns from a month's vacation. Feloney has also been with the company for 20 years. His replacement is Al Levy, who comes in from the Pittsburgh exchange to take over the Boston branch duties.



Seen at a recent meeting of industryites at the Hotel Bradford, Boston, were, left to right, Frank Lydon and Edward Lider, co-chairmen, New England committee against toll television, and Alfred Starr, who was the principal speaker.



The first premiere ever sponsored by the Federation of Motion Picture Councils of America recently took place at the Art, Springfield, Mass., with United Artists' "Romeo and Juliet" as the attraction. Shown in the lobby of the theatre, left to right, are Charles P. Morris, husband of the Springfield Council president; Mrs. E. R. Haas, vice-president of the Federation; Arthur H. DeBra, director, community relations, MPAA; Mrs. Morris, Council president; and Haas.

Ruth Doucette, 20th-Fox contract clerk, is planning a vacation trip to Ireland sometime in May. Dick Young, student booker at the same company, has been transferred to the Albany exchange as a full booker. . . . Ernest Cote, manager, Interstate's Old Colony, Plymouth, Mass., set up a series of high school screenings of "Julius Caesar" for students. The largest of these was for the Plymouth High and Junior High Schools when 700 students were in attendance, arriving at 8:30 a. m. Special student rates were offered.

New Haven

Crosstown

As one of the tieups for "Chief Crazy Horse," Jim Darby had Chief Ben American Horse, technical advisor and police chief of the Sioux Indian Reservations, in town with granddaughter Princess Darleen Rooks. A press and radio interview session was held in which the U-I picture received some nice bally for the Paramount. . . . New Haven Drive-In reopened for the season. Free coffee at the snack bar was given. . . . Lincoln had two sneak prevues.

A benefit show for Boy Scout Troop 3, sponsored by the Theatre Industry and Associated Groups of Greater New Haven, has been scheduled for the Loew Poli College for April 16. Co-chairmen are Harry F. Shaw, Maurice Bailey, and Harry Feinstein. Tony Basilicato is the Scoutmaster of this troop and has done a wonderful job with the handicapped members. . . . Morris Rosenthal, Loew's Poli, was a vacationist. . . . Poli assistant John Young returned from a vacation spent in his hometown, San Francisco.

Meadow Street

A shocked Meadow Street heard the news of the death of Herman Hirschhorn, 20th-Fox branch manager, who was only sick a day or so before he passed away. Hirschhorn, who was 47, came to New Haven from Philadelphia in June, being promoted from sales manager of that office to branch manager of the Connecticut exchange when Ben Simon retired. He was quite active in theatrical activity. Funeral services were held in Reading, Pa. Sam Germain, salesman, was temporarily in charge of the local office until an appointment was made by the 20th-Fox management.

Walter Silverman, Columbia branch manager, wrote friends in the exchanges that he was recuperating from his illness. . . . Barney Pitkin, RKO branch manager, went to Florida for several weeks vacation. . . . Irving Mendelsohn, United Artists branch manager, assisted by Henry Breunig and others in his exchange, made a strong finish in their division in the UA contest. . . . Marshall Pitkin, son of Barney Pitkin, is working in the local UA office. . . . Leo Adler, United Artists New York representative, was a visitor. . . . Reported that the Parkway, Bridgeport, Conn., has been sold and may be converted into a factory after May 1. At present foreign pictures are being shown.

Phil Schwartz is reported manager, Center Drive-In, Ansonia, Conn. . . . Broadbrook, Broadbrook, Conn., is reported due to be made into a store. . . . Grading work is progressing at the Summit Drive-In, Branford, Conn.; Perri's Drive-In is also having this type of work done; weather continued to hold up construction plans at the Milldale and other spots throughout the state.

Added to the reopened list of drive-ins are the East Windsor Drive-In and the Lord Indoor-Outdoor Drive-In. . . . "Asylum of Horrors" stage show was held at the Palace, Danbury, Conn., and the Music Box, New Britain, Conn. . . . For publicizing "Hit the Deck," the Warner, Torrington, Conn., had Navy recruiting displays in the lobby.

Bob Schwartz gave 25 silver dollars free to the first 25 cars attending the March 15 show at the Lake Drive-In, Waterbury, Conn., in honor of his 25 years in show business. . . . Pine Drive-In gave free gifts to all the kiddies on March 18. . . . Hamilton, Waterbury, Conn., started a new glassware deal on Tuesday, Wednesday, Thursday. . . . Branch manager Henry Germain, Paramount, had a nice display in the exchange lobby of Danny Kaye in "Assignment Children."

Harry Picazzo, Groton Open Air Theatre, was a Meadow Street visitor. . . . Harry Feinstein, SW Theatres, was a Florida vacationist. . . . The State, Manchester, Conn., booked in "Asylum of Horrors" stage show for March 23.

Circuits

Loew Poli

Joe Mansfield, United Artists, was in Bridgeport, Conn., assisting Matt Saunders with exploitation for "Big House USA". . . . Charles Fellerman, New York MGM exploitation, was in Hartford, Conn., to work on plans for "The Prodigal" float which began its tour in the Connecticut capital on March 28. Three starlets are set to appear with the $22,000 float, which is to tour the country. Lou Brown, publicity director, was in Hartford with Fellerman. . . . Division manager Harry F. Shaw was in Bridgeport, Conn. . . . Bob Portle and John Di Benedetto were in from Worcester, Mass.

Variety Club

New Haven, Tent 31

The entire slate of officers were carried over for another year. . . . At a recent meeting of the club, two promotions were to be run this year as benefits. May and August are the tentative dates.

Connecticut

Hartford

Art Moger, Warners tub thumber, addressed the Boston University chapter of Delta Kappa Alpha, national cinema society, on "Warner Brothers Pictures, Past, Present and Future." John Huston, producer of "Moby Dick." is an honorary member of the society, and Moger paid special attention to this picture, which may have its world premiere in New Bedford, Mass., soon. . . . it's a baby boy, Jerome Jr., for Mr. and Mrs. Jerome O'Leary, of the "Warm-Up With O'Leary" sports program, and various radio and motion picture industry connections.

District Attorney Garrett H. Byrne, Governor's Councillor Patrick J. McDonough, Parole Board Commissioner Cornelius Twomey, Superior Court Judge Elias Shaman, and George A. Verdi, prominent Boston attorney, attended a screening of "New York Confidential" at which Alan Dary of WORL and Bernard Bartzoff of WVOM made tape recordings for later broadcast. . . . Local disc jockeys are giving a play to the theme song from Warners "Strange Lady In Town," taken from the sound track, with Frankie Laine, preparatory to arrival of the picture in Boston.

Ray Feeley, executive director, Independent Exhibitors, Inc., of New England, is preparing to move into the house he has just built in Canton, Mass. . . . Lloyd Mills, manager, Cinema, Shoppers World, Framingham, Mass., has announced that two first year scholarships to a Boston art school will be awarded to students from 16 high schools in the area who enter a competition in connection with the May art festival at the theatre.

George S. Ryan, local attorney who has represented plaintiffs in many in-

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● **BOOKED SOLID BY STANLEY-WARNER THEATRES IN NEW ENGLAND**

dustry anti-trust suits, has been in North Carolina taking depositions in connection with the Thompson vs. North Carolina Theatres suit. . . . Shirley Sitker, biller, 20th-Fox is back from a New York holiday. Ruth Doucette, control clerk, 20th-Fox, is enthusiastic over a weekend in Manhattan. . . . Irving Isaacs, operator, Telepix newsreel theatre, Park Square Building arcade, leaves for Europe on March 28. He plans to spend 12 weeks in Portugal, France, Switzerland, and England. Also interested in the hotel business, he intends to look over latest developments in both industries in Europe.

Jack Sanson, Stanley Warner Stand manager, checked out of the Manchester Memorial Hospital after surgery. Relief manager is Jean DuBerry, SW Art, Springfield, Conn. Sanson is expected to recuperate at his Manchester home for several weeks. . . . Lou Gordon, L and G partner, got back from the southland. . . . New policy announced for the SW Capitol, Ansonia, Conn., has continuous performances starting at 5 p.m., Mondays through Fridays, with continuous showings starting at 2 p.m., on Saturdays and Sundays, for the spring months.

Attorney Herman M. Levy, general counsel, TOA, and Irving C. Jacocks, Branford, Branford, Conn., were visitors. . . . Albert M. Pickus, owner, Stratford, Straftford, Conn., and national vice-president, TOA, has received an invitation from Val Peterson, national civil defense director, to be his guest at an atomic test in the Western desert sometime in April. Pickus also serves as director of civil defense for Stratford.

The Crown resumed operations following an eight-week remodeling program and change of management. Seating capacity was reduced to provide additional comfort, according to Joe Giobbi, who remains as house manager. Additional renovations include installation of air conditioning, CinemaScope screen and stereophonic sound. The structure was completely redecorated. A new concern, known as the Crown Company, headed by E. Pomeroy, has taken over the house on lease from the Post-Thompson estate. Terms were not disclosed. Previous operator was the Crown Management Company, headed by New Haven interests. Giobbi has been in the amusement field for some 30 years. New price scale is adults, 35 cents, from open to 5 p.m., Mondays through Fridays; 50 cents, nights, Saturdays, and Sundays; children, 20, at all times. New screen size is 26 feet wide and 13.9 feet high, as compared to 15 feet wide and 11 feet high of the previous unit. The theatre is continuing on a subsequent-run policy. Giobbi tied-up with subcontractors on remodeling job for a full-page cooperative advertising layouut in The Hartford Times on opening day. State and civic officials, as well as industry and press, attended opening night ceremonies. MGM "Motion Picture Theatre Celebration" banners were displayed for half a block. Giobbi has arranged with vicinity landlords for parking facilities for 60 cars nightly.



Chief Ben American Horse, cousin of Chief Crazy Horse, accompanied by his granddaughter Princess Darlene Rooks, who are touring key cities on behalf of the advance promotion of U-I's "Chief Crazy Horse" were recently in Hartford, where they are seen with Jean Du Barry, acting manager, SW Strand, and manager, SW Art, Springfield, on the right; and Frank B. Morse, general manager, Statler Hotel, on the left.

Middletown

Teaser ads are increasingly important in the promotion budget for M and D Theatres. . . . Mike Adorno, assistant general manager, local theatres, ran this line recently, "Middletown! One of America's Best Movie Towns!"

Willimantic

Russ Barrett, manager, Stanley Warner Capital, tied-up with the local Marine Corps recruiting station for appropriate opening night stage ceremonies, in conjunction with area premiere of "Battle Cry."

Massachusetts

Lawrence

Three million dollars, treble damages, are asked in an anti-trust suit, Central Theatre Amusement Corporation vs. Stanley Warner, Massachusetts Amusement Company, Lawrence Capitol, Inc., Jean C. Compopiano, Warners, Paramount, Loews, TCF Film Corporation, 20th-Fox, RKO, United Artists, U-I, Columbia, and Republic, filed in District Court, Massachusetts. The Central, Lawrence, Mass., is owned by Jean B. Ippolito. Attorneys for the plaintiff are George S. Ryan and W. Bradley Ryan, Boston.

Lynn

Nearly 2500 Girl Scouts of Greater Lynn, Mass., were guests of manager James S. Davis at the Paramount and a business meeting, pageant, and picture made up the program. . . . Miss Dorothy Anderson, cashier, Warner, resigned to go to Gainesville, Ga., where it is reported she will become the bride of James Orr, Navy. The new cashier is Sally Lewis.

E. M. Loew's open air theatre will profit by the completion of both sides of the new state harbor front highway this year. Manager Joseph Quarttrochie plans to open about April 1. . . . Morris Streletski, relief man, Surf, Swampscott, Mass., will be manager, West Springfield Drive-In, for American Theatres this year.

Partner Suit Hits Hartford Owners

BLOOMFIELD, CONN. — Peter A. and Milton LeRoy, the Hartford father-and-son operating team, and the Blue Hills Drive In Theatre, Inc., Bloomfield, Conn., are listed as defendants in a Superior Court action brought by their partners, Philip W. Maher and Peter A. Sullivan.

In one count, Maher charges that he worked for the drive-in for a period of 41 weeks in 1951 and 1952, and that the sum of $6,225 due him in salary, has not been paid. His fellow plaintiff, Sullivan, alleges that he was voted $1,500 in 1952, $6,000 in 1953, and $6,000 in 1954, as manager of the theatre, but has received none of the 1952 amount, and of the $6,000 due in 1953, the Director of Internal Revenue was paid $1,200 in withholding taxes, but he received no money. Of the 1954 slice, he charges he received nothing, and he is not certain whether or not the taxes were paid. All he has at present is a note for $3,000, payable in June, 1955, he added.

Maher and Sullivan, in a third court, contend the firm was organized in 1952 with paid-in capital of $120,000, in form of 1,200 shares, with par value of $1,000. Of these, Peter LeRoy has 595; Milton LeRoy, five; Sullivan, 200; Maher, 400. In the agreement, division of ownership was to be split, one-half for the LeRoy interests and one-half for Maher and Sullivan.

The plaintiffs said that in 1954, it was voted to pay Sullivan a salary of $6,000, with another $6,000 to Milton LeRoy, and $12,000 to Peter LeRoy.

It is charged by the plaintiffs that the LeRoys have handled the business as their own private enterprise; that they have failed to give an annual report and failed to have an audit of the books; that they have been guilty of conduct "detrimental to the welfare of the corporation, of the plaintiff stockholders and of the general creditors." They further allege that the LeRoys have issued additional shares of stock to cancel debts to them of the corporation.

Maher asks $7,000 damages and Sullivan $14,000, with joint request that they be permitted to cancel debts to them by stock purchase to re-establish the 50-50 ownership between the LeRoys on one hand and themselves on the other.

The plaintiffs have been handed a temporary injunction by Judge Charles S. House, pending a hearing on their claim and on the request for an order permitting them to seize the books for an audit by a certified public accountant.

In retaliation, the father-and-son team of LeRoys asked that the injunction be dissolved due to the "flagrant misrepresentations" by Maher and Sullivan. The LeRoys further charged that Maher and Sullivan have "failed to conduct themselves properly as directors and officers and do not have clean hands in equity." They allege that Sullivan has been guilty of wasting corporation funds, in that his refusal to sign checks of the corporation brought about the levy of penalties by the Internal Revenue Bureau on unpaid taxes.

NEWS OF THE Territory

New York City

Crosstown

Claud Baruch, 20th-Fox's TV and radio department, announced his engagement to Susan Kaufman of New York. . . . At ceremonies held at the 20th-Fox home office, Mrs. Catherine Marshall, authoress, "A Man Called Peter," joined with 20th-Fox president Spyros P. Skouras in accepting the Parent's Magazine medal award for the film version of her story. Phil Willcox, magazine executive, made the presentation.

Leon L. Brandt Associates have been retained by Jose Kohn, producer of the Mexican-made, "Rebellion of the Hanged," to handle promotion and supervise distribution of the film in the U. S. and Canada. . . . The offices of Screencraft Pictures, Inc., are now located at 15 West 44th Street.

Mori Krushen, exploitation manager, United Artists, returned after visiting Indianapolis, Chicago, and Milwaukee to map territorial campaigns on forthcoming releases. . . . A. A. Ward, executive vice-president, Altec Lansing Corporation, and John K. Hilliard, the company's chief engineer, arrived from Altec's west coast offices in Beverly Hills, Cal., for a series of meetings with company officials.

C. S. Perkins, operating manager, Altec Service Corporation, returned from a trip to Chicago, where he conferred with F. C. Dickely, central division manager, and members of Altec's field engineering staff relative to forthcoming theatre sound installations in that area.

Henry Fonda, who has formed his own film company to produce six features in four years for United Artists release, returned from Europe accompanied by his wife. . . . Stanley Kramer, producer, "Not As A Stranger," arrived for conferences with UA executives on plans for the release of the film. He was accompanied by his wife.



Jack Cohn, executive vice-president, Columbia, recently signed for the company in the purchase of a 15-story and penthouse structure at 711 Fifth Avenue, New York, for its own occupancy. Seated next to Cohn is William Zeckendorf, president, Webb and Knapp, Inc., who negotiated transfer of ownership of the leasehold. Standing, left to right, are Kenneth H. Ripnen, president, architectural firm which will undertake a $3,000,000 imrovement program on the building; Richard D. Gittlin, president, Republic Funding Corporation, brokers; A. Schneider, vice-president and treasurer, Columbia; and Harry J. Takiff, assistant to the executive vice-president.

Chet Friedman, MGM's Canadian film press representative, left for his Toronto headquarters after spending a week here. . . . Terry Moore, 20th-Fox star, arrived from Hollywood to be on hand for the benefit world premiere of "A Man Called Peter," which bows at the Roxy March 31 under auspices of the Highland Fund of North America and the Caledonian Hospital, Brooklyn. . . . Al Lichtman, 20th-Fox director of distribution, left for Los Angeles for studio conferences concerning future production plans.

New Jersey

Jersey City

Diane Gordon, manager, Central, has been managing theatres since she quit modeling 14 years ago. Future campaigns she is planning, all of which combine civic endeavor with theatre publicity, are a "Miss Central Avenue" beauty contest in April in connection with the theatre's 40th anniversary; a fashion show with the Jersey City Junior Women's Club in May; and, possibly, a real wedding on the theatre's stage in June.

New York State

Albany

Spring proved changeable as several drive-ins reopened. The weather, which earlier had been balmy, turned cold and snow fell. Relightings included John Gardner's Turnpike, Westmere; Harry Lamont's Riverview, Rotterdam; and F. Chase Hathaway's Hathaway, North Hoosick, all in New York.

Jules Perlmutter expanded his drive-in operations by leasing the Spa, Saratoga, N. Y., operated since its opening in August, 1953, by Jerome Fuller. Perlmutter fixed April 15 as the resumption date. Spa accommodates about 400 cars. Tri-State Automatic Candy Corporation, which managed the concession stand under Fuller's regime, will continue to do so under Perlmutter's. Tri-State is picking up the other two drive-in accounts from Perlmutter, also. A Rochester company had serviced them.

Film Row registered sorrow over the death of Harvey English, president of the small-town circuit bearing his name, Hancock, N. Y., at the age of 55. English, who had undergone an operation two years ago, was at his desk the day of the passing. A graduate of Syracuse University, he taught school and served as a principal in the Hancock area before branching into exhibition. Capitol, Hancock, was the key house, but English operated others across the Pennsylvania border, and in Narrowsburg, Calicoon, Roscoe Manor, and Livingston. Survivors are his wife, a daughter attending Syracuse University, and a 15-year-old son. Attendees at the funeral included MGM manager Jack Goldberg and MGM salesman Ralph Ripps; Warner manager Ray Smith and Warner salesman Harry LaVine; U-I salesman Gene Lowe.

Ralph Ianuzzi, new Warners district manager, spent several days in this area. Branch manager Ray Smith introduced him to Variety Club members at a weekly dinner in Keeler's Restaurant. Ianuzzi succeeded Norman Ayers.

Morris Lefkowitz, RKO district manager, was another recent visitor for conferences with branch manager Max Westebbe. . . . 20th-Fox introduced Richard Young as replacement for Harold Ironfeld, Jr., booker-office manager since last August.







The Reverend Dan M. Potter, Protestant Council, is seen, left, in New York addressing 200 religious and civic leaders at a special showing of 20th-Fox's "A Man Called Peter." He asked each member of the audience to recommend the film to between 50 and 100 people in a unique word-of-mouth chain reaction program. Also at the screening were, center, Right Reverend Jonathan G. Sherman, Suffragan Bishop of Long Island, Episcopal diocese, and Reverend Ralph B. Nesbitt, associate minister, Fifth Avenue Presbyterian Church; and, right, Potter; W. C. Michel, executive vice-president, 20th-Fox; and Arthur De Bra, community relations director, Motion Picture Association of America.

Ironfeld joined Columbia as salesman in the Syracuse district. Young, an ex-service man and son of a Washington trade paper correspondent, formerly was a student booker in the Boston exchange.

Mrs. Ann Joyce, Columbia branch manager Norman Jackter's Girl Friday, shared the spotlight with him at a Variety Club dinner. Praising Mrs. Joyce's valued service to the company for 14 years, Jackter presented her with a two-tone vanity case. She made a brief address of acceptance. The dinner, another in Tent Nine's "King and Queen for a Day" series, was well attended.

Strand presented Jack Baker's "Asylum of Horrors" at an 11:30 performance on March 25. Tickets, costing $1, were on sale at Stanley Warner Ritz and Madison, as well as Strand. Show, advertised as "Dr. Silkini's," includes a stage performance and screening of "Mummy's Ghost," starring Lon Chaney. It also played Stanley.

Clayton G. Pantages, salesman, has succeeded Nat Rosen as branch manager, 20th-Fox exchange. Rosen has been moved to Pittsburgh to serve the company in the same capacity there.

The trend of independent state exhibitors to place their accounts with buying and booking organizations was further accelerated when Donald Gilson contracted with Liggett and Florin, New York City, to service his Sunset Drive-In, Canton; Sunset Drive-In, Massena; Thousand Island Drive-In, Alexandria Bay; Bay, Alexandria Bay; and Paramount, near Alexandria Bay. This movement has been gaining momentum for several years. Recently, Smalley Theatres, headquartered in Cooperstown, N. Y., joined Upstate Theatres, Inc., mutual cooperative unit in Albany, to have the latter handle eight situations. Earlier, John Free shifted the buying and booking to the Pontiac, Ordensburg, N. Y., and Riverside Drive-In, outside that city, with Brandt Theatres, New York. Liggett and Florin also serve Harry Lamont theatres.



Over 10,000 employees of New York City theatres were treated to a "Busman's Holiday" by the Roxy recently as part of its day-long celebration of its 28th anniversary. Seen above are William Moclair, managing director, and screen star Gloria Swanson, cutting a jumbo birthday cake, pieces of which were distributed to patrons in attendance.

One of the largest state drive-ins will be built in Latham by Fabian Theatres at an estimated cost of $300,000. Joseph Wander, Albany realtor, announced the sale of 24 and-a-half acres for the theatre site had been negotiated by his firm, with Fred Hollis, Latham, as co-broker. Construction of the new theatre is to start this spring, and it will be ready in the fall. Leon M. Einhorn, local architect who specializes in drive-ins, has drawn plans. They include a 120-foot-wide screen and latest type cafeteria-type concession buildings, with glassed-in terraces.

The first intepretation of the Assembly-approved O'Connor-Noonan film licensing fee bill, that it would increase the cost to the industry, was somewhat corrected when Senator Fred L. Moritt, Brooklyn, asked for a "star" on the advancement to third reading in the Upper House and had a visitor explain the contrary goal was sought. Measure would reduce the charge by cutting the fee for "copies," Senator Moritt was told. It originated with an influential industry organization, according to Senator Moritt's caller. The veteran legislator opined that the bill was "ambiguous and badly drawn," but announced he would support same if convinced it would benefit the motion picture industry. State Education Department counsel, Dr. Charles A. Brind, Jr., made clear the measure did not originate with that organization. He doubted passage; said if this occurred, a memorandum in opposition would be filed with Governor Averell Harriman.

Collection of the disputed major breakage, fractions of half or more, on the five percent admissions tax in cities and counties of New York State, was authorized when Governor Averell Harriman signed the bill against which exhibitors waged a strong but hopeless fight. In a memorandum accompanying approval, it was "estimated that the 'breakage' amounts to $3,000 a day in additional revenue to New York City, and to lesser amounts in other communities where the legislation is applicable." These are Binghamton, which enacted the admissions impost in 1949, and Elmira, which adopted it in 1951 on the recommendation of former Governor Thomas E. Dewey. Exhibitors contend that the new law is unconstitutional since it is retroactive and attempts to circumvent an adverse court decision.

Buffalo

Jack Byrne, eastern MGM sales manager, was in at the local exchange.

Cortland

Bob Anthony, Schine's State, obtained good results recently by sending a message on "Hansel and Gretel" to area teachers and Parent-Teachers Association groups on imitation Western Union telegraph blanks.

Rochester

Max Vinson, Schine's Liberty, has lined up a two day benefit with local Boy Scout Troop 196. It has been found that such Scout tieups are usually successes since the Scouts are real go-getters. In the past, local industryites have often made successful tie-ins with local scout troops with great mutual benefit.



Bookers of Warners New York exchange recently hosted circuit bookers in the Metropolitan area at a luncheon at the Famous Kitchen restaurant in honor of the Norman Moray Silver Anniversary Month, in May. The luncheon teed off a drive to secure maximum playdates of Warners shorts in theatres in the area as a salute to Moray. Seen, left, left to right, Phil Levine, Brandt; Jack Birnbaum, Randforce Theatres; Tony De Meo, Warners shorts booker; Shirley Levy, Warners Long Island booker; Ann Levy, Fabian Theatres; Charlotte Brecker, Century Theatres; Manny Gross, Warners New Jersey booker; Sylvan Schein, Century Theatres; Joe Wright, U. S. Army; Irving Kaplan, Randforce Theatres; and Mike Anderson, Warners Brooklyn booker; center, Manny Gross, Warners New Jersey booker; Joe Ornstein, Independent Theatre Service; Al Blumberg, Warners head booker; Gertrude Sheedel, RKO Theatres; Max Polinsky, Brandt Theatres; Louise Crest, Moss Theatres; Sid Pearl, Brandt; Danny Portiselle, Brandt; Ray Olson, Independent Theatre Service; Shirley Chester, Cinema Circuit; Byron Schward, Skouras; and Pete Sayr, Warners New York booker; and right, Josephine Degman, Associated Prudential; Ben Drexler, Brandt; Ann Brown, Associated Prudential; Sid Klein, Island Theatres; Sam Miller, Warners booker; Len Lightstone, Island Theatres; Rose Taylor, United Paramount; Bert Schroeder, United Paramount; and Lee Kaye, U. S. Navy Film Service.

NEWS OF THE Territory

Philadelphia

Crosstown

The Sablosky et al vs Paramount et al anti-trust suit continued in U. S. District Court. The trial has been in progress before a jury and Judge Allan K. Grim since Feb. 7. Previous estimates by counsel handling the case as to the length of the trial proved a bit optimistic; and the action drags on and on.

William Goldman, was appointed a member of the Philadelphia Board of Education. He is the first film man ever to be named to this body in the city's history. The appointment was made by the Board of Judges, composed of jurists of the Common Pleas Court of the city. The election was unanimous. Goldman, who recently endowed the Franklin Institute with a replica of the first nickelodeon, has long been interested in visual education. He is a member of the board of Radio Station WHYY, the city's educational outlet. This was the second civic appointment for Goldman within a week. He previously was named chairman of Philadelphia's Armed Forces Week committee.

The SW Stanley carried the CARE plus ANTA closed circuit benefit TV performance with the house priced at $2.95, $5 and $10 in "contributions." Many local TV and radio personalities appeared on stage in person, including Magda Gabor. The closed circuit TV show boasted a star-studded cast including Victor Borge, Ruth Draper, Helen Hayes, Lena Horne, Menasha Skulnick, Julie Wilson, and many others.

The Philadelphia Actors Memorial Fund will present an all-star stage show April 3 midnight at the Carman in memory of performer Armen Camp, who died on March 17. Mike Badami, manager, Carman, is on the working committee.

Unsung Heroes Of The Night

PHILADELPHIA — Another instance of how Highway Express drivers are truly heroes of the area film industry took place when truck driver Louis E. Betz in making a late at night delivery at the SW Yorktown trapped several robbers by calling police.

Betz, like all Highway drivers carries keys to get into the theatres on his route, let himself into the Yorktown, saw broken vending machines, and immediately flagged down a passing police car. The police captured the robbers after a search of the auditorium and also discovered that the combination had been knocked off the office safe.

It was only recently that another Highway Express driver discovered a fire at the Belmont and turned in an alarm.



Kirk Douglas, star, U-I's "Man Without A Star," was in Philadelphia recently for the world premiere of the film at the Goldman and is seen here with, left to right, George Beattie, Goldman Theatres' film buyer; Byron Lynn, Comerford Circuit buyer; Ed Heiber, Philadelphia branch manager, U-I; and Max Chasens, Hamid Theatres, Atlantic City, N. J.

Rube Porit, formerly with Ray Schwartz, is now available for managerial duties on Saturdays and Sundays. . . . Paul Resnick is now managing the Overbrook.

John Kirlin, 53, engineer, Goldman, died at his home.

Ralph Colavita manager, Dante, foiled a robbery of the theatre when he heard persons on the premises when he made a late at night return visit to the house.

Vine Street

His many area industry friends were shocked last fortnight when they learned of the death of Herman Hirschhorn, 47, a former sales manager for 20th-Fox here, and recently promoted to the post of branch manager at New Haven. He formerly lived in Melrose Park, Pa. He is survived by his wife, his mother, and three sisters. Funeral services were held at Henninger Funeral Home, Reading, Penna.

Herbert H. Greenblatt, RKO's domestic sales manager, was in for a sales conference at the local exchange on current product.

Shep Bloom, 20th-Fox sales manager, has been promoted to the branch managership of the New Haven exchange, where he takes the place of the late Herman Hirschhorn.

Edward Heiber, U-I branch manager and one of the newer distribution heads

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in the territory, was proud as a peacock over his branch moving up two weeks in a row and going ahead of Boston into fourth place in the 1955 Charles J. Feldman annual drive,

Robert Adelman, the Variety Club International public relations director, became the proud father of a baby girl, Barbara, at University Hospital, Philadelphia. Mother and father are both doing fine.

The week of April 3-9 is Salesmen's Week in the current Republic sales drive. The boys urge you to get those dates in early.

At Warners the drive honoring Norman Moray is shaping up with everyone giving an added push.

Eddie Gabriel, Capital, is pepped up over "The Green Scarf" holding at the Green Hill. Special heralds pin-pointed with a bit of green scarf attracted attention.

Max Miller, UA exploiteer, took a one week vacation for a rest. This followed his latest assignment of working on "The Purple Plain" in Washington with Win Min Than.

Leo Maestripieri, MOTION PICTURE EXHIBITOR circulation department manager, became the proud father of a baby girl, born in Chestnut Hill Hospital.

Irving Blumberg, formerly advertising-publicity director, Stanley Warner Theatres, is now a publicist for Warner Brothers Pictures Distributing Corporation. . . . Tri-State Buying and Booking Service is handling Route 45 Drive-In, Berlinsville, Pa., and the Strinestown-Drive-In, Strinestown, Pa.

Murray Weiss is the new salesman for Screen Guild. He was formerly with Allied Artists in the Pittsburgh territory.

Circuits

Stanley-Warner

Ted Schlanger, Philadelphia zone manager, announced the appointment of Birk Binnard as director of the publicity and advertising department, succeeding Irving Blumberg, who recently resigned. Binnard, who has been with the company for over 20 years, was manager, Warner, Reading, Pa., for the last 10 years. Roy Robbins continues as assistant director to Binnard.

District of Columbia

Washington

Al Sherman, film publicist, has disposed of his interest in the Georgetown, art cinema, to open his own offices here as public relations consultant specializing in foreign films and art cinema promotions and operations. Prior to his association with the Georgetown, Sherman handled many public relations accounts, including services as film consultant for the Veterans of Foreign Wars; the National Rifle Association; the Royal Norwegian Information Service. During World War II, Sherman was publicity and film consultant to the Royal Norwegian Embassy and was awarded the Medal of St. Olav by King Haakon VI of Norway for his services to that Scandinavian nation. The Sherman public relations firm will specialize in the tie-ups on behalf of American film distributors with foreign governments in specialized promotion, in addition to acting as liason on distribution and sales of American films in foreign countries.



Lester Wurtele, Columbia Philadelphia branch manager, is seen with two of the Army officers who worked with him in cooperation with the opening of "The Long Gray Line," SW Stanley.

COLUMBIA—Ben Caplon, branch manager, has returned from Richmond, Va., on a business trip. . . . Sam Galanty, division manager, returned from the coast after attending the funeral of a friend. . . . Sid Zins, publicity representative, was busy handling radio, press, and television appearances of Bette Davis, local model, in connection with Columbia's "Woman's Prison," which opened at Loew's Columbia.

Kirk Douglas, in U-I's "Man Without A Star," made a personal appearance at the Lincoln. . . . Pat Goode, assistant biller, Warners, and husband are sporting a new car. . . . Margaret Eichman, Warners, now has the chicken pox after nursing along her children, who had it. . . . Safie Bowles, booker, starts her 21st year with Warners.

REPUBLIC—E. C. Grainger, home office, was a visitor at the exchange. . . . Jake Flax, branch manager, was in Baltimore, Md., on business.

Harry Lowe, NSS, salesman, is on vacation visiting friends and relatives in New York. . . . Robert Diamond, NSS, returned from an enjoyable vacation in Mississippi. . . . Bob Cunningham, Paramount, returned from a family funeral in Brunswick, Ga.

ALLIED ARTISTS—Milt Lipsner, branch manager, and sales staff were in Philadelphia to attend meetings with Steve Broidy, president, and "Razz" Goldstein, general sales manager. . . . Jack Fruchtman, local exhibitor, and Leon Beck, Baltimore, Md., were on hand for AA screenings in Philadelphia. . . . Katherine Sitzer former employee, presented her husband with a nine pound boy. . . . Judy Cohen will take leave in April to have her baby. . . . Nick Goldhammer, division manager, was visiting the exchange on routine business. . . . A special screening of "Mighty Fortress" was arranged for Billy Graham, noted minister, and Lawrence Spivak, of "Meet the Press. . . . Irving Shiffrin, publicity representative, was in Norfolk, Portsmouth, and Newport News, Va., setting up campaigns on "Tonight's The Night."

John B. Staley, treasurer, Shubert, is off to New York to take a new position as general manager for Rita Allen, a producer. . . . Goldie Rimson, mother of Paul Wall, MGM assistant branch manager, died after a long illness.

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STANLEY WARNER—A zone meeting for Washington, Maryland, and Virginia managers was held at the Occidental Restaurant. The meeting was the launching of Stanley Warner's Spring Festival, which allows the local zone to compete for national prizes amounting to $19,000. First prize is a two week trip to England, all expenses paid. Frank LaFalce, advertising director, handled arrangements for the meeting, while George Crouch, zone manager, introduced department heads.

A double party was arranged by members of the Metropolitan staff as a birthday party for Florence Abraham and as a "Bon Voyage" party for Alice Turner, who was set for a two week vacation in Puerto Rico. . . . Claude Land, manager, Silver, entered Garfield Hospital for a general check-up. Otway Pratt, will be relieving for Land.

VARIETY CLUB TENT 11—The Variety Club membership committee has approved the following, Paul J. Foley, Airport Drive-In, and president and owner, Foley Corporation; Philip J. Mason, vice-president, Hirsh Coin Machine Corporation; and Joseph B. Walsh, partner, Motion Picture Buyer and Film Service, all for regular membership, and the following associate applicant, Herman R. Spiegel, merchandise manager, Hecht Company. . . . Bulletins have been sent to the membership, giving information on the Variety Clubs International Convention in Los Angeles on May 4-7. Official representatives from Tent 11 will include delegates Jack Fruchtman and Morton Gerber and international canvasman Alvin Q. Ehrlich. Members who will be attending in an international capacity are Nathan D. Golden, international heart chairman, and Jake Flax, international representative, covering Baltimore and Washington. . . . The Mothers Day luncheon committee met in the club rooms to make arrangements for the club's celebration in May. Milton S. Kronheim is chairman, assisted by Frank M. Boucher.

— T. C.

Delaware

Wilmington

Carl H. Davis, veteran theatre aide, who is of Indian descent though he prefers to say he is of "the American race," donned his ancestral regalia as Chief White Elk for G. Earl Smith, city manager, H. S. Eskin Theatres, and greeted the juvenile set at the premiere of U-I's "Chief Crazy Horse," Queen. Announcement that he would be there was made the previous day over Radio Station WTUX, during the "Mr. Tux" show, broadcast from the theatre lobby. . . . For Globe Roadshows' "The Blonde Pickup," which premiered at Eskin's Arcadia, city manager Smith had billposter Jack Kelleher post fifty 40x60s around town. The Arcadia marquee was decorated with special valances, and hundreds of small cards were distributed, each picturing Peaches Page.

The annual stockholders meeting of RKO Theatres will be held in Wilmington on Apirl 8 at 11:30 a. m. . . . It's a boy for the Joe Piekarski family, he's chief projectionist, Rialto, their third child. . . . New aides at the Rialto include Raymond M. Davis, Leslie Palmer, Mary Lou Coleman, and Nancy Greenfield. . . . Dick Edge, who managed the former Pike, Claymont, Del., and is now an advertising and publicity rep for Hallmark Productions, working out of New York, visited friends in the territory this week.

Frida S. Hart, cashier, Crest, Woodcrest, Del., was planning her first visit to Stuttgart, Germany, since coming to the United States in 1924. . . . Mrs. Gladys Hillyard was a new aide, Crest, Woodcrest. . . . Berlo Vending Company has installed a new candy concession stand at the Crest, Woodcrest.

— H. L. S.

Maryland

Baltimore

In recognition of his civic community service, Art Hallock, manager, Paramount, was invited as a guest of honor,



Exhibitors representing over 1,200 theatres in Virginia, Maryland and Delaware and executives of Life, Saturday Evening Post and other top-circulation publications and 20th-Fox executives recently met in Washington to discuss local level promotion for "A Man Called Peter." Seen seated, left to right, are John Higgins, Saturday Evening Post; Hal Marshall, 20th-Fox publicist; Gil Maurer, Look; Jack Higgons, Seventeen; and Ed Miller, Pictorial Review; and standing, left to right, Harry Roth, Roth Theatre Enterprises, Washington; Harold Colley, New and Keith's, Baltimore, Md.; Nat Nataro, Plaza, Little and Silver Spring, Washington; Jack Fruchtman, Leonardtown and Lexington Park, Md.; John J. O'Leary, sales manager, 20th-Fox, in Washington; Frank LaFalce, publicity and advertising director, Stanley Warner Theatres in the area; William Michalson, publicity and advertising director, Bernheimer Theatres, Washington; Frank Stover, Alexandria Amusement Company, Alexandria, Va.; Newell Howard, Ulman's Theatre Corporation, Salisbury, Md.; and Edward Martin, Exhibitor's Service, Washington.

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The story of the new Allied Artists was told recently to a group of prominent Philadelphia area industryites at a screening and luncheon held at the Bellevue-Stratford Hotel. Among those present were, in the usual left to right order, Maxwell Gillis, host, and Philadelphia branch manager; Steve Broidy, president, AA; Max Chasens, representing Hamid Theatres, Atlantic City, N. J.; M. R. Goldstein, AA general sales manager; William Goldman, head, William Goldman Theatres, Philadelphia; Broidy; and A. R. Boyd, Boyd Theatre Enterprises and Philadelphia area pioneer; William F. Rodgers, AA special consultant; Sidney Samuelson, president, Allied Independent Theatre Owners of Eastern Pennsylvania; and Mel Koff, prominent Philadelphia exhibitor; Gillis; Harry Waxman, area exhibitor; and Edward Emanuel.— Jack Goldman Photos

to the Campfire Girls 45th annual banquet. . . . Bob Rappaport, Town and Hippodrome, is visiting friends in Atlanta. . . . Three 'teen-age bandits, one armed with a revolver, help up Joan Fuhrmanneck, cashier, New, and made off with $76 in one-dollar bills. . . . Meanwhile, Maryland State Police were searching for another bandit who held up the cashier of the Elkton Drive-In and got $235 in cash.

Stanley Stern, manager, Governor Ritchie Highway Open Air Theatre, was in Boston on business. He also was over to Washington. His son, Martin, celebrated his sixth birthday. . . . Jack Sidney, Loew's Century manager, motored over to Washington on business. . . . Bob Gruver, owner, New Glen, Glenburnie, Md., came in to attend the luncheon and meeting of the Allied Motion Picture Theatre Owners of Maryland. . . . Roy Knight, Stanley Warner's sound expert, was here to check over the Stanley's equipment in advance of the ANTA closed TV circuit show.

Ben Beck, president, Uptown Theatre Corporation, was in Philadelphia for the Allied Artists screening and luncheon. . . . Chauncey Wolfe, treasurer, Uptown, continues his vacation in Florida. . . . Mrs. Michael Offit, vice-president, has returned from a trip through the south. . . . Mrs. Esther V. Watson, treasurer, Keiths and the News, is welcoming her grandson home on leave from the armed services. . . . Adrian Awan, 20th-Fox, was in for advance on "A Man Called Peter" due soon at the New. He helped arrange a screening for more than a thousand Protestant clergymen from Baltimore and surrounding counties, under sponsorship of the Council of Churches and Christian Education.

—G. B.

Leonardtown

Film star George O'Brien, called back into active service by the Navy, passed through the Patuxent River Naval Air Test Center at Cedar Point on his return from overseas and visited Commander T. C. Cooley and his wife, who have known him for years. O'Brien said he has hopes of returning to the west coast to make a series of adventure films in Alaska with his own company.

Pennsylvania

Allentown

The West End Drive-In here and the Super Skyway Drive-In, Kunsville, Pa., are now being serviced by F. D. Moore, Pittsburgh.

Laceyville

F. T. Scott, Laceyville, died.

Lancaster

Bert Leighton, manager, Grand, is in Lancaster General Hospital for an eye operation.

Reading

Herman Hirschhorn, 47, New Haven, died in Grace Hospital there. A son of Mrs. Minnie and the late Louis Hirschhorn, Reading, he engaged in theatrical work and for a time was manager, Strand, this city. A native of New York City, he was a sales official for 20th-Fox in the Philadelphia area for some years. At the time of death he was Connecticut district branch sales manager for 20th-Fox, with headquarters in New Haven.

Birk Binnard, for 20 years with Warner Theatres, has been appointed publicity and advertising department director, Stanley Warner in Philadelphia, and has already begun work there. He succeeds Irving Blumberg, who resigned. Binnard has been manager, Warner, for 10 years and was manager, Penn, West Reading, for a short time.

The Junior Chamber of Commerce booked in the Horace Heidt show for Rajah on April 11, one performance only, as a benefit. . . . The Embassy, Paul E. Glase, manager, brought back "by popular request," "Rear Window." . . . The local talent "Festival of Barber Shop Harmony," fifth annual show at Rajah, attracted more than 2,000 ticket buyers for one performance.

City authorities, who have collected the theatre ticket tax religiously, down to the last cent, are beginning to suspect that other types of amusements tax revenues are not being paid. They are tightening up collections on amusements outside of theatres.

Susquehanna

Harvey English, Towne, passed away.

West Virginia

Huntington

Julius Silbestein, Greater Huntington Theatre Corporation, protested against a proposal to extend the payments required in the town's parking meters till nine p. m.

Keyser

The Hi-Rock Drive-In, owned jointly by Edgar L. Peters and Donald P. Harman, Petersburg, W. Va., is scheduled for an early spring opening. Construction of a new screen, measuring more than 100 feet in width, will accommodate the latest screen techniques. The concession building is being completley remodeled, whereby the actual selling area will be doubled. The projection booth is also undergoing a complete change. It is being equiped with the latest RCA drive-in equipment including Brenkert BX-60 projectors, RCA High Fidelity sound, and Ashcraft-RCA Dynarc lamps.

Drive-In Theatre Manufacturing Company, Kansas City; DAWO Corporation, Toledo, O.; and Heyer-Shultz, manufacturers of precision metal reflectors, Cedar Grove, N. J., are fully represented in this area by John C. Wilson, Jr. Wilson has practically everything for both drive-in and conventional theatre operations. He also is projectionist, Carskadon Circuit's Music Hall.

Variety Club

Tent 13, Philadelphia

The motion picture division of Allied Jewish Appeal is having its annual dinner meeting on April 4 at the Drake Hotel. Robert J. O'Donnell, International Ringmaster, Variety Clubs, will be the principal speaker. In honor of his visit to the city, Tent 13 is holding an informal reception for him at the club immediately after the dinner.

Applications are being received for physically handicapped boys for admission to the Variety Club Camp this summer.

Reservations are being taken for members planning to attend the VCI convention in Los Angeles, May 4-7.

MOTION PICTURE EXHIBITOR SERVISECTION

The Check-Up of all features and shorts for a nine-month period

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SECTION 2
Vol. 53, No. 22

MARCH 30, 1955

Allied Artists

(1953-54 releases from 5401;
1954-55 releases from 5501)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sparts yarn for the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh autdoar show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lawer half entry—62m.—see March 23 issue. (5509)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series affering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: 8. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer far the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry far the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Tapical meladrama far the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Goad Irish comedy far the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western far the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

AFRICAN FURY—Jungle documentary—(Color). (5411)

ANNAPOLIS STORY, AN—John Derek, Kevin McCarthy, Diana Lynn—(Technicolor). (5513)

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson, Russel Napier—(English Made).

DARK VENTURE—Frank Lovejoy, Forrest Tucker, Peggie Castle.

HIGH SOCIETY—Leo Gorcey, Huntz Hall, Amanda Blake. (5514)

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez.

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale.

SHOTGUN—Sterling Hayden. Yvonne DeCarlo, Zachary Scott—(Print by Technicolor). (5515)

SPY CHASERS—Bowery Boys, Lisa Davis.

WARRIOR, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

WOMEN'S REFORMATORY—Beverly Michaels, Tom Drake, Peggy Knudsen.

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer far duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting impart far the duallers—89m.—see Oct. 20 issue—(English-made).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slaw going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Periad meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit inta the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art hauses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made impart has the Guinness name ta help—91m.—see Oct. 20 issue—(English-made). (734)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(1.85-1). (716)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty af action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Ramantic drama is best far the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue). (703)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh pragram western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh pragrammer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining camedy has names to help—91m.—see Nov. 3 issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue. (704)

RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue.

TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)

THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made actian yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)

WOMEN'S PRISON—MD—Ida Lupina, Jan Sterling, Cleo Moore—Exploitable prisan yarn—80m.—see Feb. 9 issue—Leg.: B. (726)

WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture

AD—Adventure drama	HISD—Historical drama
ACD—Action drama	MD—Melodrama
BID—Biagraphical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Camedy drama musical	MYMD—Mystery meladrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

TO BE REVIEWED OR IN PRODUCTION

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor.

CALICO PONY, THE—Van Heflin, Joan Woodward, Raymond Burr—(CinemaScope)—(Technicolor).

CELL 2455—William Campbell, Kathryn Grant, Steve Edwards—Leg.: B.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(CinemaScope).

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).

END OF THE AFFAIR, THE—Van Johnson, Debarah Kerr, John Mills—(Made in England).

FIVE AGAINST THE HOUSE—Guy Madison, Kim Novak, Brian Keith.

GENTLE WOLFHOUND, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

JAIL BAIT—Tommy Cook, Frank Griffin, Molly McCart.

JUNGLE MOON MEN—Johnny Weissmuller, Jean Byron, Billy Curtis.

LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Danald Crisp — (Technicolor) — (CinemaScope).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

PRISONER, THE—Alec Gulnness, Jack Hawkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

TIGHT SPOT—Edward G. Robinson, Ginger Rogers, Brian Keith—97m.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry far opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import far the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 issue—Leg.: B—(Itolian-French made)—(Dubbed in English).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed In English)—(105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.—Leg.: B.

VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English)—Leg.: B.

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue. (5327)

BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 Issue (Made in Spain and England). (5402)

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer far the lower half—68m—see May 19 issue—(English-made). (5310)

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made). (5326)

RACE FOR LIFE, A—MD—Richard Conte, Marl Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made). (5329)

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made). (5330)

THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)

THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)

UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)

GLASS TOMB—John Ireland—(English-made). (5409)

LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)

SILVER STAR, THE—Marie Windsor, Barton MacLane, Edward Buchanan, Lon Chaney. (5411)

THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—144m.—see Feb. 9 issue—(Technicolor). (520)

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 Issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope). (515)

BATTLEGROUND—D—Van Johnson, John Hodiak, Ricarda Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS). (501)

BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Maderate pragrammer—90m.—see Nav. 17 issue—(Made in England)—(1.75-1). (511)

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 Issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(1.75-1). (512)

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue—(506).

GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color)—(522).

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)

HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—(Eastman Color)—(CinemaScope). (519)

JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 issue—(Eastman color)—(Cinemascope)—Leg.: B. (517)

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue. (509)

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BEDEVILLED—Anne Baxter, Steve Forrest—(Eastman Color)—(CinemaScope)—(Made in France)—89m.

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

INTERRUPTED MELODY—Eleanor Parker, Glenn Ford, Cecil Kellaway—(Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igar Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Eastman Color)—(Print by Technicolor).

MOONFLEET—Stewart Granger, Viveca Lindfors, George Sanders—(Color)—(CinemaScope).

PRODIGAL, THE—Lana Turner, Edmund Purdom, Taina Elg—(Eastman Color)—(Print by Technicolor)—(CinemaScope).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

(All features are being photographed for projectian in aspect ratios from 1.33 to 1.85-; SS indicates availability of stereophonic sound; PS indicates availability of Perspecta sound)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names ta help—122m.—see Oct. 20 Issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account far high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—Leg.: B. (5407)

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy, Francis L. Sullivan—(Technicolor)—(VistaVision)—Leg.: B—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAMBO—Silvana Mangano, Shelley Winters, Vittorie Gassman—(Made in Italy). (5406)

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(Technicolor)—(VistaVIsion).

RUN FOR COVER—James Cagney, John Derek, Viveca Lindfors—(Technicolor)—(VistaVision)—(PS)—Leg.: B. (5413)

SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobias—(Technicolor)—(VistaVision).

STRATEGIC AIR COMMAND—James Stewart, June Allyson, Frank Lovejoy—(Technicolor)—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5408)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVIsion).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401; 1954-55 releases from 501)

(Numerals in brackets indicate maximum aspect ratia in which features can be projected)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactary outdoar action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names shauld help reissue—86m.—see April 6 issue. (574)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)

HANSEL AND GRETEL—NOV—Voices af Anna Russell, Mildred Dunnack, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue af film classic shauld do okeh—92m.—see April 6 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average pragrammer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginget Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—Jahn Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Babby Driscall, Arthur Kennedy—Reissue has explaitatian passibilities—73m.—see Sept. B issue. (571)

TO BE REVIEWED OR IN PRODUCTION

CONQUEROR, THE—John Wayne, Susan Hayward, Pedra Armendariz—(Technicolor)—(CinemaScope).

ESCAPE TO BURMA—Barbara Stanwyck, David Farrar, Robert Ryan—(Technicolor)—(Superscope). (512)

JET PILOT — Jahn Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicalor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicalar)—(Superscape)—(1.75-1)—90m.

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

(All features are being photographed for projection in aspect ratios from 1.33 ta 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Rabert Strauss—Okeh far the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canava, Andy Clyde, Rass Elliatt—Fair pragrammer—74m.—see Jan. 26 Issue. (5326)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lawer half—70m.—see Sept. 22 issue. (5310)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Rautine series entry—54m —see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has explaitatian possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Gaad impart for the art, specialty, and exploitatian spats—93m.—see Oct. 20 issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh pragrammer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Calorful autdaor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept 8 issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwaod, Orsan Wells, Forrest Tucker—Scottish camedy drama will need plenty af selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh far the lower half—83m.—see March 23 issue—(Trucolor). ()

TO BE REVIEWED OR IN PRODUCTION

AFRICAN MANHUNT—Myron Healey, Karen Baath, John Kellog.

CITY OF SHADOWS—Victor McLaglen, Kathleen Crawley.

CROOKED RING, THE—Rod Cameron, Alison Hayes.

DAY TO REMEMBER, A—Stanley Halloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DON JUAN'S NIGHT OF LOVE—Ray Vallone, Silvana Pomponini, Michele Philippe.

ETERNAL SEA, THE—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

FOREIGN ADVENTURE, A—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GUNMAN, THE—Ray Milland, Mary Murphy—(Trucolor).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middletan.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolar).

TEXAS LEGIONAIRES, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases fram 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 Issue—Leg.: B—(Calar by DeLuxe)—(CinemaScope). (424)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue shauld da okeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Andersan, Patric Barr—Far the lawer half—75m.—see Nov. 17 issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Gaad mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 2B Issue—(Calar by DeLuxe)—(CinemaScope). (419)

CARMEN JONES—DMU—Darothy Dandridge, Harry Belafonte, Olga James—Depends an the Individual situation—105m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturizatian af best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—Far the duallers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grasses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Rabertson, Debra Paget, Thomas Gomez—Okeh programmer—BBm.—see Aug. 11 Issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancraft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh pragrammer far the duallers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—Far the lawer half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls far special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War actian meller—83m.—see July 28 issue—(Technicolor). (408)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Calarful musical is headed for better grasses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Calorful entry has names and angles—111m.—see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Cliftan Webb, June Allysan, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Carnel Wilde—Headed far the better maney—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, Kenneth More—(Color). (508)

ANGELA—Dennis O'Keefe, Mara Lane. (511)

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope). (515)

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(CinemaScope).

LIVING SWAMP, THE—Nature in the Okefenokee Swamp—(Color)—(CinemaScope). (512)

MAGNIFICENT MATADOR, THE—Maureen O'Hara, Anthony Quinn—(Technicolor)—(CinemaScope). (513)

MAN CALLED PETER, A—Jean Peters, Richard Todd, Richard Collier—(Color)—(CinemaScope). (509)

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tam Ewell Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong). (514)

TALL MEN, THE—Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England). (504)

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemaScope). (510)

United Artists

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmand O'Brien—High rating—128m.—see Oct. 6 Issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh pragrammer—82m.—see Jan. 12 issue—(Tors-Arthur).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing impart for art and specialty spats—82m.—see Jan. 26 issue—(Technicolar)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh pragrammer—82m.—see March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY — MD — Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 Issue—Leg.: B—(Goldstein).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have ta make the difference—83m.—see Aug. 11 Issue—(Pathe color)—(Made in Italy)—(Dubbed In English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Rautine programmer will fit inta the duallers—83m.—see July 28 Issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—B4m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. B Issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh pragrammer far the lawer half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made In Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 Issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams Raymand Burr—Okeh for the lawer half—71m.—see Aug. 25 Issue—(Calor)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western far the lawer half—62m.—see Nov. 3 Issue—(Roval West)

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 Issue—(English-made)—(Rank)—(1.66-1).

MARTY—D—Ernest 8orgnine, Betsy 8lair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactary programmer for the lower half—77m.—see Nov. 3 issue—(Filmed In Canada)—(MPTV)—(1.66-1).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 Issue—(Technicolor)—(1.66-1)—(Filmed In England and Italy)—(Rank).

SABAKA—MD—8aris Karloff, Nino Marcel, Victor Jory, June Foray—Far the lower half or art spats—74m.—see Feb. 9 issue—(Technicolor)—(Made In India)—(Ferrin).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry shauld appeal to action spats—105m.—see Sept. 22 Issue—(Eastman calor)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—Far the lawer half—80m.—see Nov. 3 issue—(Phoenix)

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m.—see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 Issue—Leg.: B—(Made In France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Actian packed meller has much to affer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 Issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany impart for the lower half—89m.—see Nov. 17 issue—(Technicalor)—(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassau).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

BRASS RING, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

BULLET FOR JOEY, A—Edward G. Robinson, Gearge Raft, Audrey Totter—(Bischoff-Diamond).

DEADLY PACEMAKER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.)

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made In France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicaior)—(CinemaScope)—(Hecht-Lancaster).

KISS ME DEADLY—Ralph Meeker, Cloris Leachman, Albert Dekker—(Aldrich).

LILACS IN THE SPRING—Erral Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregary).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).

ROBBER'S ROOST—George Montgomery, Richard Boone—(Eastman Color)—(Goldstein-Jacks).

SABAKA—Baris Karloff, Nino Marcel, Reginald Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolar)—(Stross).

SUMMERTIME—Katherine Hepburn, Rossano 8razzi, Isa Miranda—(Technicolor)—(Made in Italy)—(Lopert-Leon).

TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Baird-Foster).

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

(Numerals In brackets Indicate maximum aspect ratio in which features can be projected; SS indicates availability of stereophonic sound)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Castello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh pragrammer—87m.—see Nov. 3 issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor)—(CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meiler—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show for the program—82m.—see March 23 issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactary outdoar melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Marl Blanchard, Lyle Bettger—Remake has the angles for explaitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: 8 (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m.—see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting actian meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, Joyn Bromfield—Meiler has angles, especially in 3-D—82m.—see March 23 issue—(3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedra Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(1.85-1). (504)

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story shauld ride inta the better money—92m.—see Nov. 17 issue—(Technicolor)—(CinemaScope—505)—(regular—506).

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 Issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: 8—(Technicolor). (507)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Cannor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE MUMMY—8ud Abbott, Lou Costello.

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Coilen Miller—(Technicolor).

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicalor).

LOOTERS, THE—Rory Calhoun, Julie Adams, Thomas Gomez.

MAN FROM BITTER RIDGE, THE—Lex Barker, Mara Corday, Stephen McNally.

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor).

PURPLE MASK, THE—Tany Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

SHRIKE, THE—Jase Ferrer, June Allyson, Kendall Clark.

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

THIS ISLAND EARTH—Rex Reason, Faith Damergue—(Technicolor)—(2-1).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

(Numerals In brackets Indicate maximum aspect ratio In which features can be projected; SS Indicates availabiilty of stereophonic sound)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScope). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good autdoor actian entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: 8. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue. (406)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope). (403)

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, 8arbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerCalar).

BLOOD ALLEY—John Wayne, Lauren 8acall—(WarnerColor)—(CinemaScope)—Leg.: B.

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerCalor)—(CinemaScape)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

JUMP INTO HELL—Jacques Sernas, Kurt Kasznar, Arnold Moss (410)

LAND OF THE PHARAOHS—Jack Hawkins, Luisella 8oni, Dewey Martin—(WarnerColor)—(CinemaScape)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MiSTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScape)—(Made in Wales).

RIVER CHANGES, THE—Rasanna Rory, Harold Marish—(Made in Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColar)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors addresses will be furnished on request)

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made In Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see March 23 issue—(Filmakers).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—For the lower half—69m.—see March 23 issue—(Beverly).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—77m.—see Apr. 22 issue—(Made In Egypt)—(Filmakers).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m—see Sept. 22 issue—(Hallmark).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color)—(DCA).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia)—(DCA).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue (Filmakers).

STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy)—(DCA).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High ratlng Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope)—(Buena Vista).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots 53m.—see Aug. 11 issue—(Mishkin).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor)—(Buena Vista-Disney).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr, Contessa Vera Richkova—Fair burlesque entry—66m.—(Partly in color)—(Union).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont)—(DCA).

ANNA CROSS, THE—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FOUR WAYS OUT—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .

GREEN SCARF, THE — MYD — Michael Redgrave, Kieron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue — (French-made) — (English titles) — Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Italian-made)—(Buena Vista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Orientol import for the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

MERRY-GO-ROUND—CD—Christl Mardayn, Curd Juergens, Gardy Granass—Fair import for art spots and German language houses—100m.—see April 6 issue—German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Silvana Jachino, Roberto Villa, Paola Stoppa—Should appeal most to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Akaki Khrava, Besa Imani, Adivie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TRUE AND THE FALSE, THE—D—Signe Hasso, William Langford, Michael Road—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B — (Japanese-made) — (English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Yves Montand, Charles Vanel, Vera Crouzot—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3B73
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	One Spooky Night (Clyde)			

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3B56
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3BB7
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3BB7
7434	(Mar. 17)	You're Next (Catlett)			
7435	(Apr. 21)	Ready Willing But Unable (Brendel)		16½m.	

SERIALS (4)

7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3B80
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3B41
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3B73
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse			
7407	(Apr. 14)	Bedlam in Paradise			

CANDID MICROPHONES (Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3B94
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934

COLOR FAVORITES (18) (Technicolor) (Reissues)

7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3B66
7604	(Nov. 25)	Gifts From the Air	G	7m.	388B
7605	(Dec. 9)	Mysto Fox	F	7m.	3B88
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
760B	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber			
7610	(Apr. 7)	Treasure Jest		6½m.	
7611	(Apr. 21)	Picnic Panic		6m.	

MR. MAGOO (4) (Technicolor)

7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926

MR. MAGOO SPECIAL (Technicalor) (CinemaScope)

7509	(Jan. 6)	When Magoo Flew	E	7m.	3857

(1954-55)

MUSICAL SPECIAL (1)

7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hallywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	
7B54	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers			

THRILLS OF MUSIC (6) (Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3B66
7953	(Dec. 23)	The Lecuana Cuban Boys	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7455	(Apr. 14)	Elliot Lawrence and Orch.		10½m.	

UPA ASSORTED CARTOONS (4) (Technicolor)

7501	(Sept. 23)	How Naw Boing Boing	E	7½m.	3B42
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes		6½m.	

WORLD OF SPORTS (10)

7B01	(Sept. 16)	Argentine Athletics	G	10m.	3B74
7B02	(Oct. 14)	Hunting Thrills	F	9m.	3874
7B03	(Nov. 11)	Skiing The Andes	F	10m.	3909
7B04	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7B05	(Jan. 13)	Flying Mallets	F	10m.	3926
7B06	(Feb. 17)	Aquatic Stars	F	9m.	3934
7B07	(Mar. 17)	Fishing Paradise		9m.	

MGM

TWO REEL

SPECIAL

		MGM's 1955 Motion Picture Celebration	G	1Bm.	3933

One Reel

CARTOONS (16) (Technicolor)

(T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 1B)	Farm of Tomorrow (TA)	G	7m.	3B31
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3B31
W-63B	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		Bm.	

CINEMASCOPE CARTOONS (4) (Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)		7m.	
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)			

FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3B44
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3B66
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	

GOLD MEDAL REPRINT CARTOONS (B)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3B42
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerta (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse	G	Bm.	
	(Mar.)	Salt Water Tabby	F	7m.	

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed	F	9m.	

Paramount

SPECIAL

(Technicolor)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933

CARTOON CHAMPIONS (6) (Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscatch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	Bm.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6) (Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 2B)	Hide and Shriek	G	7m.	
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	
B14-5	(May 27)	Spooking With A Brogue	F		

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3B94
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	
R14-7	(Apr. 1)	Baseball's Acrobatic Age		9m.	

HEADLINER CHAMPIONS THRILLS (6) (Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4) (Technicalor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	
H14-3	(Apr. B)	A Bicep Built For Two		7m.	

NOVELTOONS (6) (Technicolor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	
P14-4	(Mar. 25)	Git Along Little Duckie		7m.	

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	F	10m.	

POPEYE CARTOONS (B) (Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3BB8
E14-3	(Jan. 14)	Cookin' With Gags			
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaves Will Be Beaves			

TOPPERS (6)

M14-1	(Nov. 19)	The Nerve af Some People	G	10m.	3B94
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	
M14-5	(Apr. 15)	Let's Look At The Birds			
M14-6	(Apr. 22)	Pick A Pet			

VISTAVISION SPECIAL

V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
		Paramount Presents VistaVision	G	20m.	3933
V14-2	(Apr. 29)	Vistavision Visits Mexico		17m.	
V14-3	(May 27)	Vistavision Visits The Sun Trails			

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3B65
53505	(Dec. 3)	Brother Knows Best	F	17m.	3B65
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Prafessar Behave	F	1Bm.	3B41
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	1Bm.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3B87
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers		15½m.	

SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights	G	15½m.	3B99
53801	(.....)	Basketball Highlights			

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	Hause Of Knawledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	Bm.	3B94
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	Bm.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
5420B	(Apr. 1)	Bush Doctor			
	(Apr. 29)	Inland Seas			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		SPORTSCOPES (13)			
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Gomes	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai			
		WALT DISNEY CARTOONS (3) (Technicolor) (C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	39 6
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54108	(Apr. 1)	Blame It On The Samba			
54108	(Apr. 22)	Chip An' Dale			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again		13ep.	
		One Reel THIS WORLD OF OURS (6) (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

		CINEMASCOPE SPECIALS (Color)			
7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Jan.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			
		One Reel SEE IT HAPPEN (6)			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivols	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3723
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland	F	6m.	
5504	(Feb.)	Swooning The Swooners			
5506	(Mar.)	Gandy Goose In It's All In The Stars			
5508	(Apr.)	The Two-Headed Giant			

United Artists

		SPORTS SPECIAL			
		Marciano-Charles Fight	G	21m.	3848

Universal-International

		Two Reel MUSICAL FEATURETTES (12)			
1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informol	G	16m.	3925
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	3925
		One Reel VISTARAMA SPECIAL (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	3926

Warners

		SPECIALS (12) (Technicolor)			
2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler			
		CLASSICS OF THE SCREEN (6)			
2101	(5ept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young			
		One Reel BLUE RIBBON HIT PARADES (12) (Reissues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare			
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator		10m.	
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
		MERRIE MELODIES (12) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days			

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Composers In Clay (United World)	G	22m.	3856
For Peace and Friendship (Color) (Artkino)	F	39m.	3887
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle in Music, A (American)	G	8m.	3900
Mystery Of Leonardo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m.	3856
Paul Gauguin (Pictura)	G	13m.	3848
Queen's Colors, The (McDonald)	E	17m.	3918
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
Story of Light, The (Color) (Bondy)	E	9m.	3866
USSR Today No. 19 (Artkino)	F	12m.	3844
USSR Today No. 24 (Artkino)	F	19m.	3874
World of Life, The No. 1 (Meadow)	G	16m.	3873
World of Life, The No. 7 (Meadow)	G	16m.	3873
World Of Life, The, No. 10 (Meadow)	G	16m.	3933
World of Life, The No. 13 (Meadow)	F	16m.	3873
World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW

—about this service—
THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 9 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

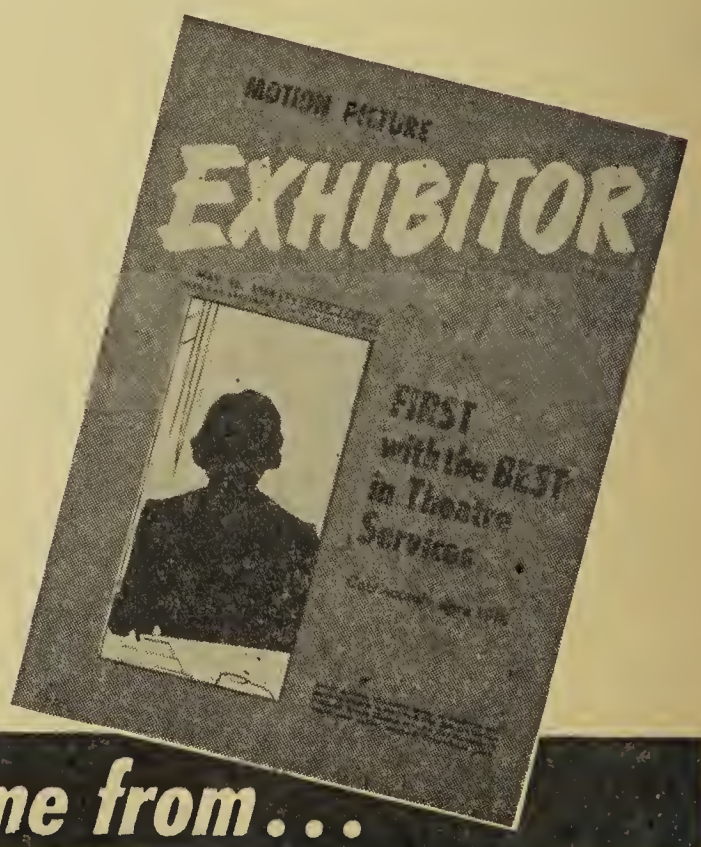
They are all right here in THE CHECK-UP.
And you need only save it for two weeks,—
for it will be up-to-date the next time issued.

IN YOUR HANDS NOW—

you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**	**FEBRUARY**
The Big Combo C. Wilde, R. Conte, J. Wallace	Ten Wanted Men R. Scott, J. Brando (Technicolor)		Many Rivers To Cross R. Taylor, E. Parker, V. McLaglen (Color) (CinemaScope)	The Conquest Of Space E. Fleming, W. Redfield, G. Johnson (Technicolor)	Underwaterl J. Russell, R. Egan G. Roland (Technicolor) (Superscope)	Timberjack S. Hayden, V. Ralston, D. Brian (Trucolor)	White Feather R. Wagner, D. Paget, D. Robertson (Made in Mexico) (Color) (CinemaScope)	Sabaka B. Karloff, N. Marcel, J. Foray (Technicolor) (Made in India) (Ferrin)	The Far Country J. Stewart, R. Roman, C. Calvet (Technicolor)	The Silver Chalice V. Mayo, P. Newman, J. Palance, P. Angeli (WarnerColor) (CinemaScope)
Murder Is My Beat B. Payton, P. Langton	Women's Prison I. Lupino, J. Sterling, C. Moore, H. Duff		Jupiter's Darling E. Williams, H. Keel, G. Sanders (Technicolor) (CinemaScope)		Tarzan's Hidden Jungle G. Scott, V. Miles		The Racers K. Douglas, G. Roland, B. Darvi (Partly made In Europe) (Color) (CinemaScope)	Canyon Crossroads R. Basehart, P. Kirk, S. Elliott (Joyce-Werker)	Six Bridges To Cross T. Curtis, J. Adams, G. Nader	Unchained E. Hirsch, B. Hale C. Morris
	Pirates Of Tripoll P. Henreid, P. Medina (Technicolor)						Belle Starr's Daughter Dakota Lil (Reissue)	The Good Die Young L. Harvey, G. Grahame, R. Basehart (Remus)	Abbott and Costello Meet The Keystone Kops B. Abbott, L. Costello	
MARCH	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**
Seven Angry Men R. Massey, D. Paget, J. Hunter	New Orleans Uncensored A Franz, B. Garland, H. Stanton	The Silver Star E. Buchanan, M. Windsor, L. Chaney	Hit The Deck J. Powell, D. Reynolds, V. Damone (Color) (CinemaScope)	The Country Girl B. Crosby, G. Kelly, W. Holden	Quest For The Lost City D. and G. Lamb (Made in Guatemala) (Color)	Yellowneck L. McCarthy, S. Courtleigh, B. Kroeger (Trucolor)	Untamed T. Power, S. Hayward, R. Egan (Color) (CinemaScope)	Big House, U.S.A. B. Crawford, R. Meeker (Schenck-Koch)	Captain Lightfoot R. Hudson, B. Rush (Technicolor) (CinemaScope) (Made in Ireland)	Battle Cry A. Ray, M. Freeman, V. Heflin (WarnerColor) (CinemaScope)
The Big Tip Off R. Conte, C. Smith, B. Bennett	Wyoming Renegades P. Carey, G. Evans, W. Bishop (Technicolor)		Anchors Aweigh (Reissue)			A Day To Remember S. Halloway, J. Rice, O. Versois (English-made)	Angela D. O'Keefe, M. Lane	Stranger On Horseback J. McCrea, Miroslava (Technicolor) (Goldstein)	Smoke Signal D. Andrews, P. Laurie (Technicolor)	New York Confidential B. Crawford, A. Bancroft, R. Conte
Dial Red O B. Elliott, K. Larsen, H. Stanley	The Detective A. Guinness, J. Greenwood, P. Finch (English-made)							Marty E. Borgnine, B. Blair (Hecht-Lancaster)	Land Of Fury J. Hawkins, G. Johns (Eastman color) (Print by Technicolor) (Made in New Zealand) (Rank)	
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
An Annapolis Story J. Derek, K. McCarthy, D. Lynn (Technicolor)	Three For The Show B. Grable, J. Lemmon, M. and G. Champion (Technicolor) (CinemaScope)	The Glass Tomb J. Ireland (Made in England)	The Glass Slipper L. Caron, M. Wilding, K. Wynn (Eastman color)	Run For Cover J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistaVision)	Escape To Burma B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)	Santa Fe Passage J. Payne, F. Domergue, R. Cameron (Trucolor)	A Man Called Peter J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope)	The Purple Plain G. Peck (Made in Ceylon) (Technicolor) (Rank)	Chief Crazy Horse V. Mature, S. Ball, J. Lund (Print by Technicolor) (CinemaScope)	East Of Eden J. Harris, J. Dean, R. Massey (WarnerColor) (CinemaScope)
Shotgun S. Hayden, Y. DeCarlo, Z. Scott (Technicolor)	Jungle Moon Men J. Weissmuller, J. Byron, B. Curtis	Thunder Over Sangoland J. Hall, M. Lord	Bedevilled A. Baxter, S. Forrest (Eastman Color) (CinemaScope)	Mamba S. Winters, S. Mangano V. Gassman	Rage At Dawn R. Scott, M. Powers, F. Tucker (Technicolor)		Violent Saturday V. Mature, S. Sidney (DeLuxe color) (CinemaScope)	A Bullet For Joey E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond)	Ma and Pa Kettle At Waikiki M. Main, P. Kilbride, L. Nelson	
High Society L. Gorcey, H. Hall, A. Blake	The Return Of October (Reissue)				The Informer Berlin Express (Reissues)		The Adventures Of Sadie J. Collins, K. More, G. Cole (Color)	Lilacs In The Spring E. Flynn, A. Neagle (Eastman color) (English-made) (Wilcox)	Man Without A Star K. Douglas, J. Crain, C. Trevor (Technicolor)	

OBSERVATIONS

April 3—Palm Sunday
7-8—Passover
8—Good Friday
10—Easter

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
MARCH	1-30	8	16	23
APRIL	28	7	15	22

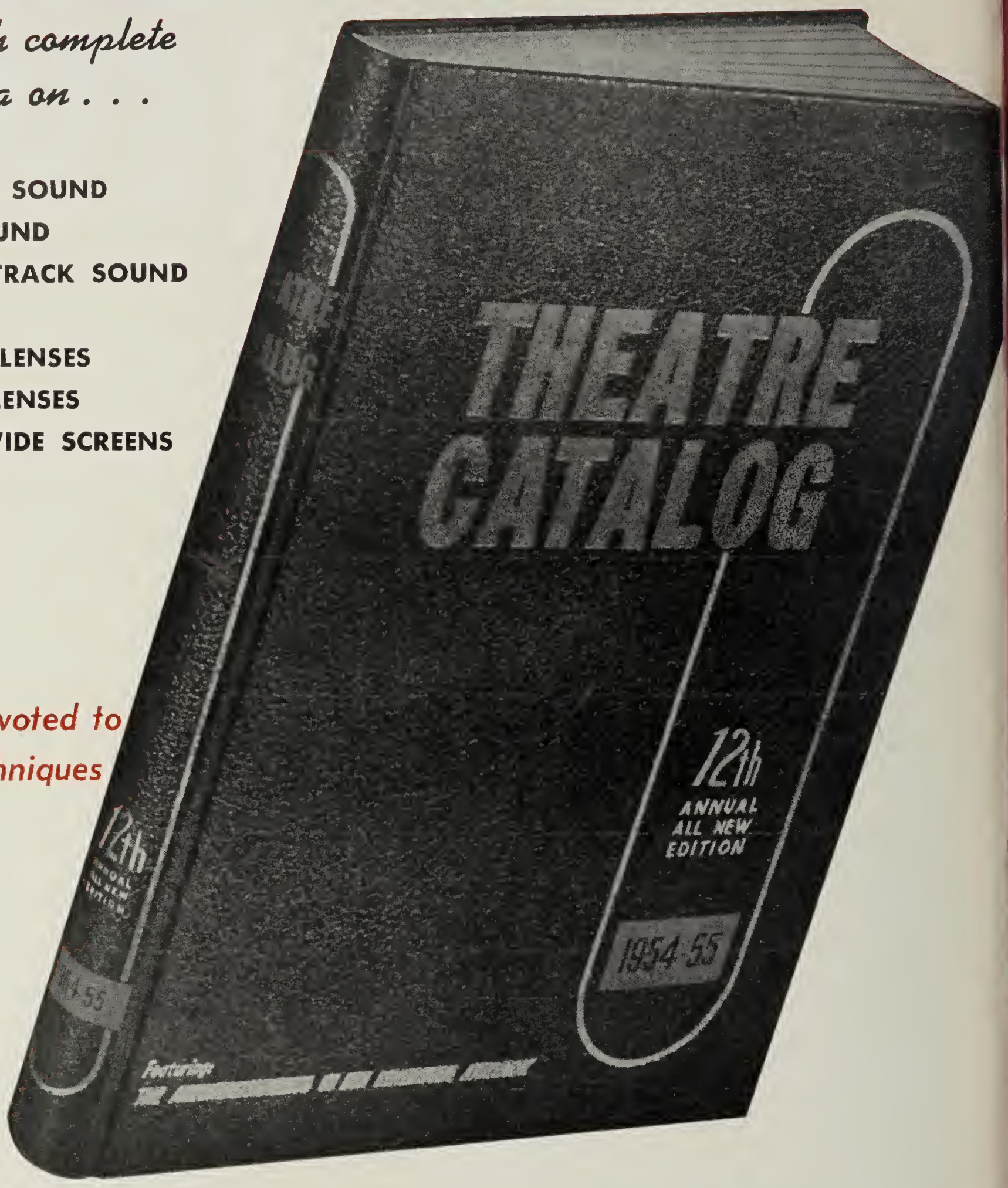
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Feb.—Crashout—W. Bendix, A. Kennedy, B. Michaels

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INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



Allied Bulletin Raps Distributors

(page 9)

"What Movies Mean To Taxes"

(editorial)

AND FEATURING: EXTRA PROFITS

Grace Kelly and Marlon Brando romped home leading the pack last week as Columbia's "On the Waterfront" took top honors in the 27th Academy Awards.

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

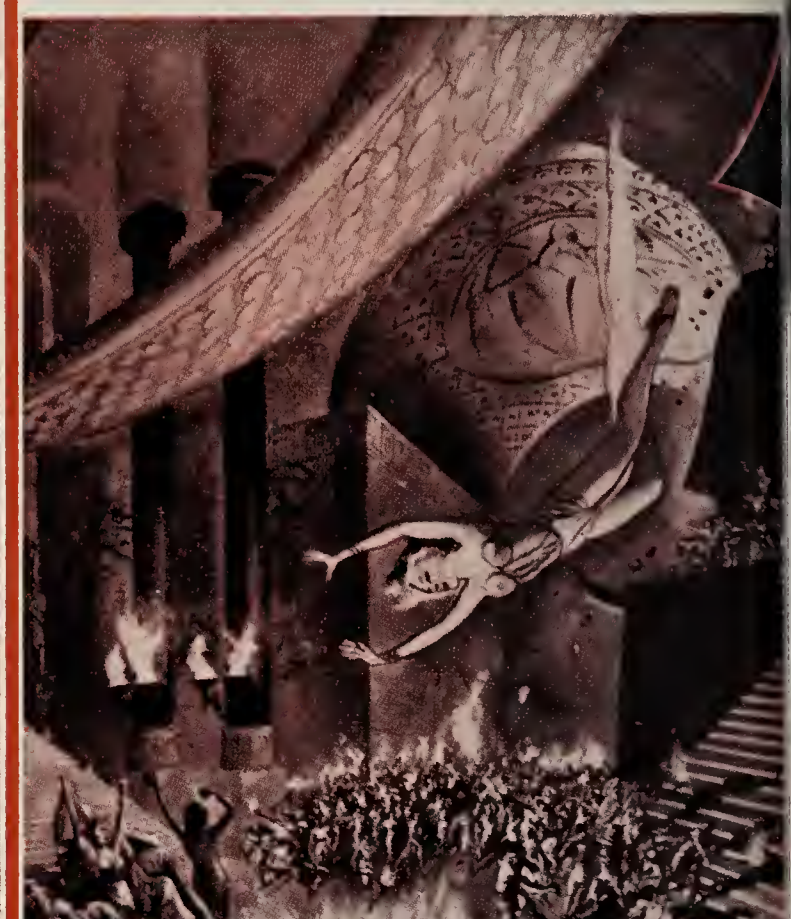


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Screen Play by MAURICE ZIMM Adaptation From the Bible Story by JOE BREEN, JR., and SAMUEL JAMES LARSEN Photographed in EASTMAN COLOR

Directed by RICHARD THORPE Produced by CHARLES SCHNEE An M-G-M Picture

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Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago American
Cincinnati Enquirer
Cleveland Plain Dealer
Corpus Christi Caller-Times
Dallas Times-Herald
Detroit Times
Houston Chronicle
Huntington, W.Va. Herald-Advertiser
Knoxville Journal
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe-Democrat
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington Post & Times-Herald
Wichita Beacon

Also, in Parade, Sunday Supplement, May 8th Issues

Akron Beacon Journal
Albuquerque Journal
Allentown Call-Chronicle
Augusta Chronicle
Baton Rouge Advocate
Beaumont Enterprise
Boston Post
Bridgeport Post
Charleston, W.Va. Mail
Chicago Sun-Times
Columbus, Ga. Ledger-Enquirer
Columbus, Ohio, Citizen
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Dispatch
Evansville Courier & Press
Fort Wayne Journal-Sentinel
Fort Worth Star-Telegram
Greenville, S.C. News
Harrisburg Patriot-News
Hartford Courant
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Jackson, Miss. Clarion-Ledger
Knoxville News Sentinel
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Macon Telegraph & News
Madison, Wisc. State Journal
Newark Star-Ledger
New Bedford Standard-Times
Oakland Tribune
Pasadena Star-News
Peoria Journal-Star
Portland, Me. Telegram
Roanoke, Va. Times
St. Louis Post-Dispatch
St. Petersburg Times
San Diego Union
Scranton Scrantonian
Sioux Falls, S. D. Argus-Leader
Syracuse Herald-American
Tucson Star
Washington Post & Times-Herald
Wheeling News-Register
Youngstown Vindicator

Also, in Independent Sunday Supplements Appearing At Playdates

Denver Post
Louisville Courier-Journal
Atlanta Journal-Constitution
Des Moines Register
Minneapolis Tribune
Dayton News
Oklahoma City Oklahoman
Tulsa World
Omaha World-Herald

Also, in Chicago Tribune, Philadelphia Inquirer, May 8th • in N.Y. Daily News, May 15th

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Directed and Story by
BUDD BOETTICHER

Screenplay by
CHARLES LANG

Co-Producer
CARROLL CASE

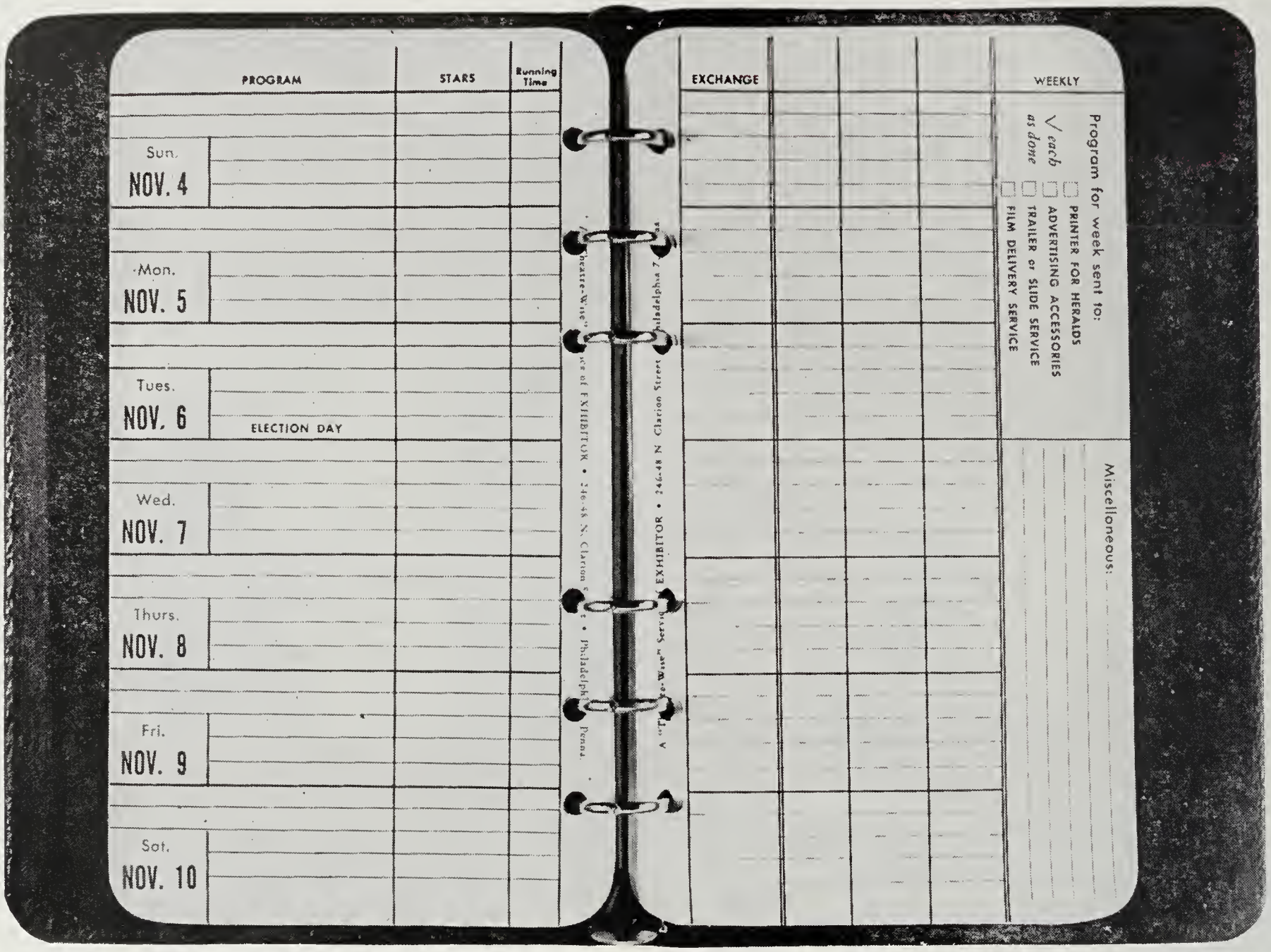
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MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

APRIL 6, 1955
VOLUME 53 NUMBER 23

WHAT MOVIES MEAN TO AMUSEMENT TAXES

IN CONTINUING OUR RESEARCH on the unusual Bingo situation as it exists in Reading, Pa., we have come across some interesting by-products that prove the indispensible position motion picture theatres occupy in any consideration of amusement taxes to defray administrative budgets.

Up in Reading, a city amusement tax of 10 per cent on all admissions, whether Bingo, clubs, concerts, dances, school entertainment, sports, or theatres, went into effect on March 1, 1948. For the first full calendar year of 1949 the city received $214,872.12 from this tax, 81.6 per cent of which, or $175,355.06, came from the easy-to-supervise and certain-to-collect theatres. In that year, Bingo brought the city $11,379.39, or just about five per cent of the total.

By contrast, in 1954, the gross received by the city in all amusement taxes had dropped to $135,140.65, for a loss of $79,732, or 37 per cent. Of this, the easy-to-supervise and certain-to-collect theatres had dropped to $97,434.76, for a loss of $77,920. Bingo had increased nearly $2,000 and now represented about 10 per cent of the total. Sports had increased over $3,600, and several other sources that would be difficult, if not impossible to supervise, had become almost non-existent.

There isn't much question that the prospering Bingo and sports, and the difficult-to-collect others, were to some extent responsible for the theatre admissions trend. 1954 was certainly a better year in theatres nationally than was 1949. So it would seem that, whenever municipalities declare themselves "partners" in the local motion picture theatres, whether to the tune of five per cent, or 10 per cent, or more, they had better do their best to protect the theatres' income. Like any other retail enterprise, untaxed or illegally operated competition can adversely affect a theatre's gross to the place that the "partnership" interest won't be worth very much to the city involved.

And administrative budgets don't come down with the tax deficiency.

50th ANNIVERSARY . . . WORLD'S FIRST NICKELODEON

A COMMUNICATION from Johnny Harris, Pittsburgh's gift to Ice Shows, Variety Clubs, Showmanship, and Twins, draws attention to the fact that the world's first nickelodeon, showing films exclusively and not as just a minor act in a vaudeville show, was opened in Pittsburgh by Johnny's father, John P. Harris, on June 5, 1905.

While this was just a little before my time, it is simple arithmetic to note that next June 5 provides showmen with a really exploitable date. As a matter of fact, an entire week, either starting or ending with that particular Sunday, could be blocked out for a series of one day showings of old hit pictures, backed by parades of ancient automobiles, fashion shows of ancient dresses, and a host of other antique possibilities.

You can bet the product shortage will still be with us, so such a week, or even two, can help to conserve new film and possibly be the difference between staying open or closing up.

A CAMPAIGN CALLED SHOWMANSHIP

WHILE 20TH CENTURY-FOX, on the side that faces the theatremen through the trade press has become relatively flat-bosomed and uninspiring, bereft of the zeal and bombast that shook the industry out of its lethargy several seasons back, it has turned right chesty in the direct-to-the-public handling of "A Man Called Peter."

With plenty of sugar to spend (a national budget of $500,000), it isn't so much the full-page color ads in the national magazines and Sunday supplements, as the smart showmanship and psychology being exhibited, that appeals to us. It isn't an easy one to sell. Religion has never been a sure-fire asset. But a method has been found for boldly mixing religion with a love story, so that the more you look at the copy, the more you think it will click with the public and result in hefty grosses for the CinemaScope film.

And previews in 60 cities, before 112,000 ministers and church people in one week, are certain to stir up that good old word-of-mouth and must-see that is beyond price.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Max Youngstein's father dies (page 9).

Distribution

Stanley Kramer announces that terms for his UA release, "Not A Stranger" will be 70-30-10 (page 19).

Exhibition

Exhibitors approve plan for theatre collections for Will Rogers Hospital (page 18).

Military services indicate they will veto present industry plan for compromise in theatre competition (page 20).

Financial

20th-Fox credits CinemaScope for improved financial position and stock rise (page 10).

International

Toronto exhibitors utilize a kiddies' contest to offset the inroads of television; Ontario censors pin adult label on eight films (page 10).

Legal

Supreme Court reverses lower decision and rules treble damage award taxable (page 18).

Mel Konecoff

"Strategic Air Command" gets an Omaha sendoff blessed by the Air Force; 20th-Fox's "A Man Called Peter" opens at the Roxy before a star-studded crowd; and IFE reveals top secret statistics on Gina Lollobrigida (pages 8 and 21).

Organizations

National Allied bulletin raps distributor policies and charges no intention of going through with roundtable conference; TOA's Herman Levy and distribution counsel Adolph Schimel report progress on arbitration draft (page 9).

Rube Shor, Allied president, tells Oklahoma convention that government regulation bill will be pressed. (page 19).

Organization for Free TV is established to coordinate activities of all groups combatting toll-TV; Omnibus presentation hit (page 20).

Production

The 27th annual Academy Awards presentation gives top honors to "On The Waterfront," Marlon Brando, and Grace Kelly (page 9).



At the recent premiere of the New York Museum of Modern Art Film Library's "50 years of Italian Cinema" retrospect program at the Museum's auditorium were, left to right, Alberto Lattuada, co-founder, Cineteca Italiana; Bernard Jacon, vice-president in charge of sales, I.F.E. Releasing Corporation; Dr. Goffredo Lombardo, president, I.F.E., and president, Titanus Films; and Franco DeSimone, general manager, Titanus Films.

NEW YORK
By Mel Konecoff

(ABOARD MILITARY AIR TRANSPORT Service Convair somewhere over the center of the U.S., New York-bound.) Most everybody aboard this fleet plane is catching up on sleep with the exception of writer Bob Considine, who is batting out a story on a typewriter a few seats further front. We are returning from a visit to Omaha, Neb., where, along with about 100 newsmen from both the east and west coasts, we observed the celebration of the ninth anniversary of the establishment of the Strategic Air Command as well as a special preview of Paramount's "Strategic Air Command."



KONECOFF

It's hard to believe that just two days ago, we landed at Offutt Air Force Base in falling snow and below freezing temperatures, were greeted royally by both the Air Force and the Junior Chamber of Commerce, and then whisked off to the Hotel Fontenelle behind the screaming siren of a police escort. Then came a special reception and dinner prior to the showing of the film at the Orpheum. Lots of old friends dropped over to say hello at that affair including Bob Hoff and his wife, Hank Plitt, Lou Fenske, Merle Lewis, etc.

There were no speeches other than the few words of warm welcome on the part of Governor Victor Anderson, and aboard the dais were Brigadier General Richard Carmichael, producer Sam Briskin, Frank Lovejoy, Mayor John Rosenblatt, screen writer Beirne Lay, screen writer Valentine Davis, general sales manager E. K. O'Shea, company president Barney Balaban, Jimmy Stewart, June Allyson, John Alison, president, Air Force Association, and Art Storz, beer manufacturer.

Theatre seats were at a premium as airmen presented the colors on the stage. Tony Marvin, of the Arthur Godfrey show, acted as master of ceremonies, presenting Mayor Rosenblatt, Governor Anderson, and Alison, who, on behalf of the Air Force Association, presented a special citation to producer Briskin and Paramount. Stewart, Miss Allyson, Lovejoy, and General Curtis LeMay, commander-in-chief, Strategic Air Command, also participated in the cutting of the anniversary cake.

There were several bursts of applause from the audience as the huge planes maneuvered in the air aided and abetted by color, wide-screen, and the clarity of the VistaVision photographic process. The film was projected via specially-constructed horizontal feed projectors brought in from the coast for the event, which resulted in fine clarity and smoothness of detail. The audience seemed to find the proceedings highly entertaining while the Air Force was extremely pleased that at last here was a film that presented their story in proper fashion.

A reception at the Storz brewery followed.

The next day was devoted pretty much to the Air Force with briefings at the base on the country's air power and the part played by the Strategic Air Com-

(*Continued on page* 21)

BROADWAY GROSSES

(As of this Monday)

"Mambo" In The Groove

NEW YORK—Considering the Lenten season, business in most of the first-run Broadway spots was pretty good over the weekend with the Criterion really jumping with "Mambo." According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Battle Cry" (Warners). Paramount was heading toward $27,000 on the ninth week.

"A Man Called Peter" (20th-Fox). Roxy opened to $33,000 for Friday, Saturday, and Sunday, with the first week heading toward $65,000.

"The Glass Slipper" (MGM). Radio City Music Hall, with stage show, garnered $97,000 for Thursday through Sunday, with the second week sure of $152,000.

"Mambo" (Paramount). Criterion reported $30,000 for the opening week.

"On The Waterfront" (Columbia). Globe jumped to $150,000 on the third week due to the film copping so many Academy Award honors.

"Underwater" (RKO). Mayfair was down to $8,000 on the final week.

"East Of Eden" (Warners). Astor claimed $35,000 for the fourth week.

"Man Without A Star" (U-I). Victoria expected the second week to tally $20,000.

"The Long Gray Line" (Columbia). Capitol dropped to $20,000 on the eighth week.

"Blackboard Jungle" (MGM). Loew's State anticipated the third week at $52,000.

Allied Bulletin Raps Distributors

Kelly, Brando Win As "Waterfront" Sweeps

HOLLYWOOD—In ceremonies marked by the fact that all nominees with the exception of Judy Garland and Audrey Hepburn were present, Columbia's "On The Waterfront," swept the Academy Awards, the presentations being carried by 351 TV stations throughout the world. It captured eight awards, including the award for best picture.

Other awards presented were best performances—actor, Marlon Brando, "On The Waterfront"; actress, Grace Kelly, "The Country Girl," Paramount; supporting actor, Eva Marie Saint, "On The Waterfront"; best direction, "On The Waterfront," Elia Kazan; best writing, story, "Broken Lance," 20th-Fox, Phillip Yordan; screen play, "The Country Girl," Paramount, George Seaton; story and screen play, "On The Waterfront," Budd Schulberg; best art direction, black and white, "On The Waterfront," Boris Kaufman; color, "20,000 Leagues Under The Sea," Walt Disney Productions, Buena Vista; John Meehan, set direction, Emile Kurie; best cinematography, black and white, "On The Waterfront," Boris Kaufman; color, "Three Coins In The Fountain," 20th-Fox, Milton Krasner; best costume designs, black and white, "Sabrina," Paramount, Edith Head; color, "Gate Of Hell," Daiei, Edward Harrison, Sanzo Wada; best film editing, "On The Waterfront," Gene Milford; best sound, "The Glenn Miller Story," U-I, Leslie I. Carey; best musical achievements, scoring of a musical, "Seven Brides For Seven Brothers," MGM, Adolph Deutsch and Saul Chaplin; dramatic or comedy film, "The High And The Mighty," Warners, Dimitri Tiomkin; song, "Three Coins In The Fountain," 20th-Fox, music, Jule Styne, lyrics, Sammy Cahn; best short subjects, cartoon, "When Magoo Flew," United Productions of America, Columbia; one-reel, "This Mechanical Age," Warners; two-reel, "A Time Out Of War," Carnival Productions; best documentaries, short subject, "Thursday's Children," World Wide Pictures, British Information Services, Morse Films; feature, "The Vanishing Prairie," Walt Disney Productions, Buena Vista; special awards, to Danny Kaye, for "Assignment Children," made for UNICEF; to "Gate Of Hell," as best foreign language film; to Bausch and Lomb, for 60 years of fine optical service; to John Whitely and Vincent Winter for their performances in "The Little Kidnappers"; to Greta Garbo, for 14 years of unforgettable performances.

Younastein Mourns Father

NEW YORK—Elias Youngstein, 71, father of United Artists vice-president Max E. Youngstein, died last week of a heart ailment at Beth David Hospital. Youngstein leaves a brother, Samuel. Surviving children include the United Artists exective, Bernard Young, Mrs. Pearl Lieberson, Morris Youngstein, and Mrs. Miriam Hugel.

Arbitration Progress Reported As Schimel And Levy Meet

NEW YORK—A meeting last week between Herman Levy, general counsel, TOA, and Adolph Schimel, counsel for the distribution arbitration committee, was reported to have made some progress on the draft of the proposed arbitration system.

The conference, the first held in several weeks, due to the illness of Schimel, also laid the groundwork for a meeting of the full arbitration committee as soon as possible.

The draft, which is known to have a number of items in dispute, is understood to be near completion with the issue of financing still open.

Exhibs Cautioned On Toll-TV

BOSTON—Edward W. Lider and Frank C. Lydon, co-chairman, New England Committee against Pay-As-You-See TV, last week warned exhibitors not to "sound off" about toll-TV until they "have all the facts and all the correct answers." In a letter to New England exhibitors appealing for financial support for the fight against toll-TV, they advised exhibitors to shun "any public or semi-public controversy" on toll-TV until they have received the question and answer pamphlets on the subject.

Mima Hartman Wed

NEW YORK—Mima Hartman, daughter of Don Hartman, Paramount executive producer, and Mrs. Hartman, was married last week to Ensign Arthur Pereira, U.S.N.R., son of Hal Pereira, supervising art director, Paramount, and Mrs. Pereira.

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Sees No Intention Of Roundtable Talks; Cites Company Income Rise After Tax Slice Meant For Exhibs

WASHINGTON—Allied States Association last week issued a bulletin accusing distribution of having no intention of going through with the proposed roundtable conference, and said "exhibitors must now perfect their case for presentation in other forums."

The bulletin explained that the chief grounds to be relied on by Allied in seeking outside help will be the charge that the film companies have "drained off all or nearly all of the tax relief granted to theatres by Congress." It added that "Allied will harp on a few incontrovertible facts, that following April 1, 1954 (the effective date of the tax bill), film prices increased; that in consequence, the film companies' net earnings have increased by leaps and bounds, while exhibitors continue to be no better off than they were before the bill was passed."

The bulletin contained a tabulation of the net earnings after taxes of nine film companies, including the big eight, since April 1, 1954.

The bulletin, attributed to Abram F. Meyers, Allied chairman and general counsel, asserted that "the top level conference proposed by Al Lichtman seems to have passed into limbo," and added that a conference between an Allied leader and Lichtman "developed nothing beyond the now familiar alibi that the round table cannot be held until the arbitration issue is settled. Arbitration has been kicked around for four years, and since the film companies will not agree to arbitrate film rentals or selling policies, it is impossible to see how this issue can have any bearing on the round table proposal.

"All exhibitors have sought is the opportunity to place their case before the responsible heads of the film companies in hopes that each official, with respect to his own company, would voluntarily abate or abandon policies which threaten the entire industry. Cynicism begets cynicism, and the manner in which exhibitor overtures looking to a peaceful settlement of this controversy have been rejected engenders the thought that this idea for a top level conference may have been advanced merely to induce exhibitors to postpone their plans for remedial action, while the film companies continue to wax fat on their present destructive policies."

UA Decision Reversed

NEW YORK—The Court of Appeals last week reversed a Federal District Court ruling dismissing Robert S. Benjamin, Arthur B. Krim, and Seymour M. Peyser as defendants in a counterclaim filed by Masterpiece Productions in connection with a suit filed by United Artists over TV rights to over 30 pictures. The Appeals Court remanded action back to District Court for trial.

The International Scene.....

Canada

Kiddies Contest Seen As Offsetting Video

TORONTO—Keeping the juveniles away from TV sets is a big problem these days, but a scheme cooked up by Famous Players with The Telegram here looks successful in doing just that.

The plan, first suggested by Harry Sullivan, Theatre Confections, Ltd., and enlarged upon by Bert Brown, Famous Players, is based on a safety theme.

The plan of 10 weeks' duration tied in with the paper, which along with the Toronto Traffic Safety Council sponsors the safety symbol of Elmer. Not only are Famous Players suburban theatres tied in, but also those of B and F, to give the campaign city-wide coverage.

The theatres supply the prizes, and each week 10 are given. A total of 2,500 prizes were obtained, including such items as watches, dolls, gun-and-holster sets, wallets, toys, and pair of guest tickets for father and mother.

The candy companies cooperate by giving free candy to the first 150 kids through each theatre each Saturday, with the manufacturer who cooperates on a particular Saturday giving a special prize of his product in addition to the regular prizes.

The children attending five Saturdays during the series and knowing their safety rules are provided with special Elmer the Elephant safety crests, with the words: "I'll never forget," and the numbers one to five.

All the printing is being supplied by the newspaper with some 50,000 Elmer cards distributed throughout the city. All those children who have attended the whole series are eligible at the end for a special prize, a bicycle given away in addition to the regular prizes.

The theatres are using one-sheets and a trailer to plug the special shows. The value of such a promotion cannot be minimized with every manager greeting the project with enthusiasm.

Canadian Comment

Film board elections are with us again. In Winnipeg, the 1955 officers are president, P. Geller; vice-president, S. Pearlman; secretary, N. Norrie; fire marshal, B. Meyers, and assistant fire marshal, F. Davis. The Maritime Film Board consists of president, Graydon Matthews; vice-president, I. J. Davis; and secretary, L. J. Simon.

A more vigorous operation is announced by Associated Screen News with the appointment and realignment of staff. In complete charge of the company's operations will be Murray Briskin, executive assistant to the president, Maxwell Cummings. William J. Singleton, who has been associated with the company for the past 30 years, becomes director of sales and services. Transferred to Toronto, where he was located for many years, is Jack Chisholm, as Ontario sales manager and production unit chairman. Chisholm, assisted by Ken Cooper, will set up a producing unit to service the large and ever-growing TV market in the Ontario area. Assuming a more active position in the company's administrative affairs will be Russ Prazak, who will work closely with Briskin on such matters.



Huge crowds turned out recently for the London, England, premiere of Warners "A Star Is Born" at the Warner. The opening was for the benefit of Variety Club and attracted top celebrities, with a broadcast over BBC.

CINE CHATTER: The Ontario Board of Censors put the "Adult" label on eight films during the month of February. These included "Battle Cry," "Notorious," "Other Woman," "Private Hell 36," "Six Bridges To Cross," "Ugetsu," "Verwinita," and "Wyoming Renegades." . . . Disappointment in the tax reduction offered by the Ontario Government has caused the executive of the Motion Picture Theatres Association of Ontario to turn the matter over to the committee to see what further might be done to give relief to exhibitors. . . . Newest member joining the MPTAO is the Capitol, Meaford, whose pilot is Gordon Rowe. . . . An address on showmanship resulted in Bob Christie, manager, Royal, Aurora, obtaining a two-page spread in the local weekly including a biography of himself and a feature story on his staff. . . . Visitor to Toronto was Jack Barron, Odeon partner in Calgary. . . . Newcomer to the foreranks of the Odeon Better Management Contest is the Oxford, Halifax, according to a bulletin issued by Jim Hardiman, ad pub chief for Odeon. In second spot is the Hastings, Vancouver, while the Fairlawn, Toronto, picked up third spot. In the district managers' standing, H. Hurwitz is first, G. A. Sutherland is second, and Chris Holmes holds down third place. . . . July will see yet another rise in the cost of amusement advertising in the city with The Telegram, Toronto, upping their rates from 45 cents a line to 50 cents. . . . Alex Solomon, father of Blind River exhibitor Norman Solomon, died recently. . . . First drive-ins to open this season were those owned by Joe Dydzak, Waterdown and Windsor. Several have already opened in the sunny province of British Columbia.

—HARRY ALLEN, JR.

CinemaScope Credited With 20th-Fox Surge

NEW YORK—Twentieth Century-Fox last week reported consolidated net earnings of $8,044,524 for the year ended Dec. 25, 1954. The company credited the increase of $3,483,437 over the previous year's figure of $4,560,887 to the world-wide acceptance of CinemaScope and the revival of the motion picture as the most popular form of public entertainment.

Earnings for the year ending Dec. 25, amounted to $3.04 a share on the 2,644,486 shares of common stock outstanding, earnings for the same period ended Dec. 25, 1953 were $1.65 on the 2,769,486 shares of common stock then outstanding.

The net earnings for the fourth quarter ended Dec. 25, 1954, was put at $2,312,461 as compared with net earnings for the same period in 1953 of $3,127,850. The net earnings for the third quarter of 1954 were $2,635,518.

The company reported that amortization of film costs had been taken on the same basis as in previous years.

The consolidated profit and loss statement showed income from film rentals of $106,355,068 in 1954 as compared to $105,662,266 in 1953. Total income for 1954 was put at $115,715,815 and total expenses listed at $100,171,291, against total income of $113,513,260 and total expenses of $105,302,373 in 1953. Provision for federal taxes on income was $7,500,000 in 1954 as against $3,650,000 in 1953.

Youngstein Heads Cinema Lodge

NEW YORK—Max E. Youngstein vice-president, United Artists, last week was elected president, New York Cinema Lodge, B'nai B'rith. He succeeds Burton E. Robbins, National Screen Service executive, who has held office for the past two years.

The installation of officers will be held at an industry-wide luncheon scheduled for the Hotel Sheraton Astor on April 19, it was announced.

Elected as vice-presidents were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Jack Wiesman, Al Wilde, and Lou Wolff.

Other officers are Jack Hoffberg, treasurer; David Kelton, secretary; Burton Robbins; chaplain; and trustees Max Blackman, Julius Collins, Harold Danson, Lee Jaffe, Moses L. Kove, Joseph Maharam, Louis Nevins, and Arthur Schwartz.

AB-PT Denied New Theatre

NEW YORK — American Broadcasting-Paramount Theatres last week was denied the right to acquire a theatre in Tucson, Arizona, to replace one that it lost in 1953. The order, believed to be the first one of its kind, was signed by Federal Judge Irving Kaufman, who ruled that AB-PT had no right to acquire an equivalent theatre for a period of five years unless the Attorney General gives his consent.

AB-PT had informed the court that one of its subsidiaries had operated the State, Tucson, until 1953, when the lease expired and the owner decided to convert the property to a commercial enterprise instead of a theatre.

NEW BOXOFFICE POWER

ALLIED ARTISTS

...the new major company explodes into ACTION...not plans or promises...but a powerhouse line-up of COMPLETED top "A" pictures packed with CINEMASCOPE, TECHNICOLOR and BIG STAR CASTS! Our answer to your product shortage is on the following pages.

Allied Artists is on the move, in the news, ready for boxoffice action!

"THE BIG COMBO
can tap the big
money that
rewarded such
smash films as
ON THE
WATERFRONT
and DRAGNET.
It has sock
and shock!"

— HOLLYWOOD REPORTER

CORNEL
WILDE

RICHARD
CONTE

BRIAN
DONLEVY

JEAN
WALLACE

THE BIG COMBO

Written by PHILIP YORDAN
Produced by SIDNEY HARMON
Directed by JOSEPH LEWIS

"You've got to go back to 'Scarface', 'Public Enemy' and the early Bogart pictures for a melodrama comparable to this. It's sexy, candid, convincing. Promises big returns."

—MOTION PICTURE HERALD

ALLIED ARTISTS...THI

CINEMASCOPE

brings terrifying power to the high tension and blazing excitement of this blood-stained saga of an infamous sin town!

EVERY HOUR WAS HIGH NOON FOR WYATT EARP!

WICHITA

STARRING **JOEL McCREA**

ALSO STARRING **VERA MILES · LLOYD BRIDGES**

WALLACE FORD · EDGAR BUCHANAN · PETER GRAVES

with KEITH LARSEN · CARL BENTON REID · JOHN SMITH

A WALTER MIRISCH Production · Directed by JACQUES TOURNEUR

Story and Screenplay by DANIEL B. ULLMAN

PRINT BY TECHNICOLOR

NEW BOXOFFICE POWER

...now he was like the others...ready to destroy any man or woman who got in his way!...

"Strong entry in any situation. Strong-arm violence... excitement and thrills!"
— *SHOWMEN'S TRADE REVIEW*

"Powerful...a production of extraordinary impact!"
— *MOTION PICTURE DAILY*

SEVEN ANGRY MEN

starring RAYMOND **MASSEY** DEBRA **PAGET** JEFFREY **HUNTER**

with LARRY PENNELL • LEO GORDON • JOHN SMITH

Produced by VINCENT M. FENNELLY • Directed by CHARLES MARQUIS WARREN

Story and Screenplay by DANIEL B. ULLMAN

ALLIED ARTISTS... ...TH

"Should pile up fine returns in all situations! Expensive, handsomely mounted production...forcefully told and well acted...exciting. Exploitation potential is high!"

— *VARIETY*

AN ANNAPOLIS STORY

A WALTER MIRISCH PRODUCTION starring

JOHN DEREK · DIANA LYNN

co-starring **KEVIN McCARTHY** with **ALVY MOORE**

COLOR BY TECHNICOLOR

Directed by DON SIEGEL

Story by DAN ULLMAN

Screenplay by DAN ULLMAN and GEOFFREY HOMES

NEW BOXOFFICE POWER

HOT-BLOODED KILLER and a FEMALE SADDLE TRAMP

...clashing, killing, hating, loving...in a searing blast of drama that strips down to raw emotions and savage, desperate violence!



"It's always open season on women like you!"

STERLING
HAYDEN

YVONNE
DeCARLO

ZACHARY
SCOTT

SHOTGUN

PRINT BY TECHNICOLOR

A JOHN CHAMPION Production
Directed by LESLEY SELANDER
Written by CLARK E. REYNOLDS and RORY CALHOUN

ALLIED ARTISTS...TH

DRENCHED IN BARBARIC TERROR!

RAGING WITH BRUTAL PASSIONS!

BIG AS ONLY CINEMASCOPE CAN MAKE IT!

ERROL FLYNN

JOANNE DRU

PETER FINCH

THE WARRIORS

PHOTOGRAPHED IN

CINEMASCOPE

with

YVONNE FURNEAUX

ROBERT URQUHART

NOEL WILLMAN

A WALTER MIRISCH Production

Directed by HENRY LEVIN

Story and Screenplay by DANIEL B. ULLMAN

PRINT BY TECHNICOLOR

NEW BOXOFFICE POWER

LETTERS TO THE EDITOR

Dear Sir:

Just got through reading your editorial of March 16. This prompted me to rush to my letter file and dig out a letter I wrote to Bill Holden after Mel the Pipe interviewed him upon his return from Europe. I am enclosing this copy, which was written last August, and carried the theme of your editorial. In my opinion, you are wasting your time in exerting any effort to interest these people to do some thinking along these lines . . . oh, yes, you might get some of them to think . . . but the money involved at this time is so big, little things like our small theatres would not interest them. What makes me so cynical is that Mr. Holden did not even acknowledge my letter. Maybe he is too big now, and maybe all this did go to his head.

E. Weingarden
Columbia Theatre Company
Flint, Mich.

(Editor's Note: The letter to Holden carried essentially the same message as the above mentioned editorial, stressing the importance of a maximum number of playdates.)

Dear Jay:

Have just finished reading your most excellent editorial in the March 9 Motion Picture Exhibitor and want to congratulate you on putting into words what must be in the heavy hearts of every exhibitor in the country, who cannot express themselves so lucidly. I think it is one of the finest summations of anything I have listened to or read of the plight that the exhibitor is now faced with. Reprints of this editorial should be made available and should be a "must read" for every exhibitor; and, more important, a copy should be sent to every member of distribution that comes in contact with the exhibitor.

Edward Lachman
State Theatre
Boonton, N. J.

Dear Jay:

Our committee met to discuss plans for our annual get-together, June 14-16 at the Chamberlin, Old Point Comfort, Va. After the formal meeting, as we were talking shop, there were some very fine comments about a number of your recent editorials. I believe nearly everyone present commented on "A Man With His Hat In His Hand" as being about the best piece that we have read in a long time. Just thought you should know it. .

Carlton Duffus
Virginian Motion Picture
Theatre Association
Richmond, Va.

Gentlemen:

If possible I would like enough copies of your Servisection from Jan. 1, 1950 to the present so that I will be up-to-date. I have found these a "must" and I hope you will be able to help me. Best regards.

Yours truly,
Richard McKinney, Manager
Midway Drive-In
Fayetteville, N. C.

Dear Sir:

I believe that most film producers will soon agree that with the use of the Vista-Vision's large negative process and the use of the one track Perspecta sound system, wide-screen standardization can best be obtained with straight photographing in a 1:85 to 1 ratio on standard 35mm. film, except for a number of special theatres who can no doubt be better served with a special 65mm. film. The only thing standing in the way now is the selfish financial interests of a hand full of bigwigs.

Vernal M. Elliott
Clayton Theatre
Clay City, Ill.

Gentlemen:

I think Paramount's VistaVision process is far superior to any CinemaScope production, both in clarity of detail and because of wide screen ratio. My customers like any good wide screen picture better than CinemaScope. Pete Harrison is to be admired for his independence, but he, in my opinion, is biased in his repeated boosting of the CinemaScope process, and his attack on VistaVision.

Guy B. Amis
Lexington Amusement, Inc.
Lexington, Tenn.

Dear Mr. Emanuel:

Regarding your difference of opinion with Harrison on the subject of CinemaScope and VistaVision, specifically the attempt of Paramount to make something terrific out of VistaVision, I'll have to go along 100 per cent with Harrison. You have a good "pink sheet." Try to keep your editorial page up to that good standard.

William B. Way
Mid-State Theatres, Inc.
Clearfield, Pa.

Dear Sir:

This will acknowledge receipt of your recent letter in which you refer to the study and inquiry into the entire broadcast field that is to be conducted by the Senate Interstate and Foreign Commerce Committee. . . . I appreciate your thoughtfulness in forwarding the enclosure to me, and I assure you that I will read it with a great deal of interest.

Charles E. Potter
U.S. Senator, Michigan

Dear Sir:

I have your letter enclosing a portion of the Motion Picture Exhibitor relative to the investigation of the broadcasting industry by the Senate Interstate and Foreign Commerce Commitee. As a member of this Committee I appreciate your having sent this information to me which will be helpful when considering this matter.

James H. Duff
U. S. Senate (Penna.)

Dear Jay:

As is so often the case, your March 16th editorial (It's Time For A Little Thinking) is so right and right to the point.

National Theatre Supply
Walter E. Green
New York.

Exhib Group Okehs Hospital Collections

New York—Leading exhibitor organizations last week approved a plan for a one-day collection in theatres for the benefit of the Will Rogers Memorial Hospital.

Although the date of the collection has not been announced, it will probably be in mid-August on the opening day of a new attraction.

Organizations approving the plan include Theatre Owners of America, National Allied, Independent Theatre Owners Association of New York, and Metropolitan Motion Picture Theatres Association, as well as several leading circuits.

Abe Montague, president, Will Rogers Hospital, will be in charge of the over-all coordination of the campaign, it was announced following a preliminary meeting, at which S. H. Fabian, national chairman, collection drive, also noted that the following had accepted chairmanships for the activity: Moe Silver, exhibitor committee; Eugene Picker, general fund raising; Charles J. Feldman, distributor committee; Chester B. Bahn, trade paper committee; and Ernest Emerling, publicity committee.

A special appeal trailer is in productio and it is expected that exchange area distribution and exhibition committees will soon begin an intensive solicitation of pledges from theatres.

"Caine" Tops Poll

New York—Three hundred and sixty-eight critics, reviewers, and commentators, voting in the Film Daily's annual "Ten Best" poll, named Columbia's "The Caine Mutiny" the top picture of 1954 last week. The second highest picture in the poll was "On The Waterfront," again from Columbia. The rest were "Rear Window," Paramount; "The Country Girl," Paramount; "The High And The Mighty," Warners; "Seven Brides For Seven Brothers," MGM; "Sabrina," Paramount; "Executive Suite," MGM; "The Glenn Miller Story," U-I; and "Three Coins In A Fountain," 20th-Fox.

Goldman Damages Taxable, Supreme Court Decides

WASHINGTON—The United States Supreme Court ruled last week that William Goldman Theatres, Inc., will have to pay taxes on $375,000 awarded in a federal anti-trust suit against Loew's, Inc.

Goldman Theatres, a Delaware corporation operating theatres in Pennsylvania, claimed a loss of profits of $125,000 due to Loew's activities and were awarded triple damages. Goldman reported only $125,000 as taxable income, asserting that the remaining $250,000 was "a windfall," derived from punitive measures. As such, the income would not be taxable. The tax court ruled this lawful and was upheld by the Court of Appeals.

The Supreme Court's opinion, in reversing the lower court's decision said it "would do violence to the plain meaning of the statute . . . were we to say that the payments in question here are not gross income."

70-30-10 Terms Set For UA's "Stranger"

NEW YORK—When the filmed version of the best seller, "Not As A Stranger," is ready for selling to exhibitors, it was announced by producer-director Stanley Kramer that the terms would be 70-30-10 with a profit of 10 per cent guaranteed exhibitors after a verified expense statement is submitted. Special contracts have been printed for use on the film.

The production, which has cost close to two millions to produce, is owned free and clear by United Artists, the distributor, and Kramer with no participations involved. A promotion and advertising campaign of $1,200,000 has been set for the film which will open here in July. Kramer expected that the film would gross 10 millions domestically with another five million coming in from abroad, which would outgross his last big money-maker, "The Caine Mutiny," which is expected to take in over nine millions domestically with another three to four millions from abroad.

Kramer is presently working on the promotion of the film with which he makes his debut as a director. Advertising is being placed well in advance of the opening, and he will supplement this via publicity features already filmed for use on TV and with personal appearances on radio.

He paid tribute to the United Artists organization as being "youthful, fast-moving and enterprising" and with their help, he is going after top-drawer accounts with exhibitor bidding for the film and enthusiasm already making itself felt. The book on which the feature is based has been read by at least 28 millions and has been on the best seller lists for over 64 weeks.

In August, Kramer will return to Europe and particularly Spain, where he will film a C. S. Forester novel, "The Gun," with the film version being titled "The Pride And The Passion." This will be made in VistaVision and in color for UA release.

He believed that processes should be used as they fit the individual story and not haphazardly just for the sake of using a process. Kramer also believed that his best method of making films is to concentrate on only one production a year, hand-tool them, and then follow through all the way into the selling and distribution.

Allied To Press Government Bill, Shor Tells Oklahoma Convention

Wisconsin Allied Hears Snaper On Toll Television

MILWAUKEE—Wilbur Snaper, president, Allied Theatre Owners of New Jersey and former president, National Allied, told the convention of Allied of Wisconsin last week that "thousands of exhibitors thought that nothing could happen to them when television appeared seven or eight years ago, but now we have lost 50 to 60 per cent of our business."

Striking out at the apathy of exhibitors in the face of the new threat of toll-TV, Snaper declared that "we must inform the public about the threat. The television industry is divided, for some toll-TV trials have flopped, but no matter which system is used the public would lose, for the best programs would go to toll-TV."

Sig Goldberg, president, Wisconsin Allied, pointed out that the small town exhibitor was in serious trouble at the present, and promised that the organization would do all it could to help them. He noted that many exhibitors had taken part-time jobs in order that they could keep their theatres open.

Charity Group Named

NEW YORK—A motion picture industry committee of 54 to serve as part of the Cardinal's Committee of the Laity in the 1955 Catholic Charities Drive of the Archdiocese of New York which seeks $2,500,000 in gifts through 50 different committees of business men, was announced over the weekend by John J. O'Connor, U-I vice-president, who is committee chairman. George J. Schaefer is treasurer of the 1955 drive, and L. Douglas Netter, Jr., Altec Service Corporation executive, is vice-chairman.

Film Earnings On Rise

NEW YORK—A Wall Street Journal survey of corporate earnings of 726 firms in 33 industries last fortnight reported a rise of 42 per cent in corporate earnings for film companies in 1954, compared with 3.4 per cent rise for all of the 726 firms covered. Only the aircraft manufacturing industry showed a higher rise.

OKLAHOMA CITY—Delegates to Allied of Oklahoma's third annual convention last week heard Ruben Shor, president, National Allied, urge them to get behind the request for government intervention in the industry.

"The government bill is definitely going to be submitted," he said. "To get it passed, I believe you're going to have to do the same kind of work as you did on the tax campaign."

Shor told the delegates to "get next to their own Senators and Representatives, you needn't fear regulation, you're regulated now." The Allied president added that a few top-level distributor executives in New York held the key to more equitable film rentals. "One would rather be regulated by the Government than by eight or 10 people in New York," he stated.

Shor cited the profit figures of distributors to prove that distribution had swallowed the tax relief that the government had granted to exhibitors, and said that this would be a major argument in favor of government regulation.

Earlier, Abram F. Myers, board chairman and general counsel of National Allied, told the exhibitors that though other groups are expected to join in the fight against toll TV, at the present time the exhibitors must carry the load. He noted that the industry got off to a late start and likened the situation to "running a mile race and finding your opponent with a half mile head start." Myers said the industry is banking on the logic of its position in fighting the battle before the FCC in Washington.

The convention elected Bernard J. McKenna, Norman and Perry, Okla, president, Allied of Oklahoma. McKenna succeeds Earl Snyder, Jr., Tulsa, who became the new board chairman. Other officers elected are Eddie Jones, Tulsa, vice-president; Richard O. Thompson, Oklahoma City, secretary; and Claude Motley, Oklahoma City, treasurer. Directors include all officers plus Harold Bowers, Tulsa; Robert Busch, Athel Boyter, and Glen Thompson, Oklahoma City; L. L. Elliot, Tulsa; James Kelly, Alva; Don Cole, Buffalo; Jess Jones, Crescent; E. F. McKenna, Perry; and Siebert Worley, Shamrock, Tex.



Heavy promotion backed the recent opening of Republic's "Yellowneck" at the Astor, Orlando, Flo. Seen, left, are Rex Allen; John Thomas, secretary-treosurer, Empire Studios, producer of the film; Bonnie Allen; Morie Windsor; Stephen Courtleigh; Mayor J. Rolfe Dovis of Orlando; and Jack Hupp, at the premiere; center, element's of the parode held in connection with the affair led by the 80-piece Boone High School band; and, right, Jim Martin, WHOO, interviewing Rex and Bonnie Allen in front of the theotre. The picture olso opened at the State, St. Petersburg, and the 5-Points, Jacksonville. It was shot for the most part on location in the Florido Everglades.



William J. Heineman, vice-president in charge of distribution; and Max E. Youngstein, vice-president, both at center, and B. G. Kranze, general sales manager, sixth from left, jointly presided at the recent United Artists' 1955 sales convention at the Ambassador Hotel, Los Angeles, Cal. Francis M. Winikus, extreme right, national director of ad-publicity-exploitation, and division, district and branch chiefs from 10 exchanges are shown with the UA executives at the conclave, which mapped sales and promotion plans.

Organizations For Free TV Formed To Unite Groups Against Toll-TV

NEW YORK—Fearful of the economic impact on the American public presented by "pay-as-you-see" television proposals now before the FCC, Organizations for Free-TV has been established to coordinate nationwide activities of citizen groups actively opposing any attempt to divert present free telecast channels into "coin-box airwaves."

An information center has been established at 608 Fifth Avenue to assist interested organizations in all parts of the country anxious to make their views known to the FCC, which has set May 9 as the deadline for receiving such opinions.

Organizations for Free-TV is co-relating its activities with those of the National Committee Against Pay-As-You-See TV with access to economic and engineering research studies being conducted by the later group.

The new organization will conduct educational campaigns on local, regional, and state levels, stressing the economic impact of coin-box television as related to set-owners, the business community, and telecasting in its present form. Preliminary studies indicate that conversion of present television sets would run into a cost of hundreds of millions of dollars on a purchase or rental plan, and this would be only the initial cost of toll-TV.

The Committee Against Pay-As-You-See TV and Organizations for Free-TV have retained John V. L. Hogan and Hogan Laboratories, Inc., as engineering counsel to conduct research and prepare studies into technical aspects of petitions for toll-TV now before the FCC awaiting acceptance or rejection.

Toll-TV Foes Blast "Omnibus" Presentation

NEW YORK—Opponents of toll-TV last week vigorously protested the presentation of their case on the Sunday TV program, "Omnibus," where it is alleged that the voice of the one opponent of toll-TV who spoke, George B. Storer, president, Storer Broadcasting Company, was unintelligible.

In a wire sent to Frank Stanton, president, CBS, and Robert Saudek, producer of "Omnibus," and signed by Phillip F. Harling, treasurer, Committee Against Pay-As-You-See TV, "Omnibus" was held to be obligated to make time available to permit Storer "to make known his views to millions who were unable to understand him because of the poor quality of the film sequence in which he was presented."

"Omnibus" was accused of being guilty of "a great disservice to the American viewing public, by 'blacking out' pertinent remarks of one so well qualified as Mr. Storer," while "adjacent film seqences during which opinions favorable to pay-as-you-see TV were aired, were clearly seen and heard."

Alistair Cooke, "Omnibus" master of ceremonies, informed the listeners that producers had not accepted a bid to express their views on the problem, although he did not identify who had been approached.

Responding to the protest, Stanton wired Harling that a full program period of one half or an hour devoted to a more comprehensive discussion of the issue would be offered "some Sunday after April 10." The wire continued, "For this program, of course, Storer will be invited to present his views again."

Saudek accepted responsibility for deciding, "at a late hour," not to have the Storer sequence refilmed. Saudek maintained that despite its poor recording quality, the sequence was intelligible to him, and added that he did not intend to have a relay of the sequence on "Omnibus," as suggested by the National Committee.

Stanton also refused to give the opponents of toll-TV compensatory time on "Omnibus," claiming that running another sequence of Storer's views would create further misunderstanding and imbalance. A spokesman for the committee heartily accepted Stanton's alternate suggestion.

This Was The Week When.....

Melvin L. Gold, president, Mel Gold Productions, was made Honorary Lifetime President of the National Television Film Council. . . . Technicolor, Inc., announced a dividend of $0.25 per share on $1 common stock and $0.50 a share on the old no par common. . . . Perspecta Sound, Inc., announced the issuing of a license to Columbia to use Perspecta optical stereophonic sound on all its productions. . . . J. R. Grainger, president, RKO Radio Pictures, Inc., announced four regional sales meetings to be held in San Francisco and Chicago.

Warner Brothers announced a five-city premiere of "Strange Lady In Town" will be held in Texas in April. . . . U-I's vice-president Edward Muhl announced that "Away All Boats" will be filmed in VistaVision and Technicolor. . . . Paramount's "Strategic Air Command" was set to premiere at the Paramount, New York, on April 20. . . . Columbia Pictures announced a quarterly dividend of $1.06¼ per share on $4.25 preferred stock. . . . The simultaneous premieres of 20th-Fox's "A Man Called Peter" were held in Glasgow, London and New York.

Service Veto Seen For Industry Plan

WASHINGTON—The industry plan to eliminate military theatres competition with private exhibitors was reported last week to be running into stiff opposition from representatives of the Army, Navy, and Air Force.

The report followed a meeting between top Pentagon officials, including Defense Secretary Charles E. Wilson and an industry delegation headed by Eric A. Johnston, president, MPAA. Although the industry spokesmen officially refused to admit that the defense officials had reservations about the industry plan, one of them indicated that a new plan might have to be worked out.

It was expected that the tentative agreement, worked out between the industry committee and the defense department, would be ratified quickly by representatives of the several services, but their representatives have indicated that they would prefer to have something closer to the present early release privileges. The tentative agreement has already been ratified by distribution and exhibition. Exhibitors estimate that they are losing more than $1,500,000 a year as a result of competition from military theatres.

Representing the industry at the latest meeting were Johnston, Kenneth Clark, Morey Goldstein, chairman, sales managers' committee, Walter Reade, Jr., and A. Julian Brylawski.

John W. Davis Mourned

CHARLESTON, S. C.—John W. Davis, lawyer for Loew's for 15 years, died last week at the age of 81 of pneumonia. Davis was the Democratic candidate for President in 1924, and personally argued before the Supreme Court in behalf of Loew's appeal from the Federal Statutory Court decision in New York, finding Loew's, among others, guilty of anti-trust law violations.

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 27) Washington: President Eisenhower ready for peace talks. New York City: "Brain-wash" victim still likes Reds. Briarcliff, N. Y.: One-man amphibious hel opter. Mississippi: Flood. Greece. Young ambassador from Allentown, Pa., distributes presents. France: Spring agricultural show. Mexico City: U.S. swimmers win at Pan-American games. Ireland: Marc and foal sold to American. Canada: Toronto sportsmen's show.

NEWS OF THE DAY (Vol. XXVI, No. 261) Washington: President Eisenhower ready for peace talks. Washington: Squirrels menace President's golf. Briarcliff, N. Y.: One-man amphibious helicopter. Hawaii: 66 die as Navy transport plunges into mountain side. Springfield, Mo.: 12 killed; 23 injured when American airlines plane plunges to earth. Quemoy: Nationalist troops dig in. Mexico City: U.S. swimmers win at Pan-American games. Hollywood, Cal.: Underwater playground for aqua-tots.

PARAMOUNT NEWS (No. 64) Washington: President Eisenhower ready for peace talks. Washington: Bernard Baruch visits White House. Briarcliff, N. Y.: One-man amphibious helicopter. New York: Children from 10 countries give Red Cross unique "thank you." Scotland: Evangelist Billy Graham arrives. Miami Beach, Fla.; Brooklyn Dodgers become models of leisure and casual wear. Big Bear, Cal.: Two ski as one.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 659) Washington: Bernard Baruch visits White House. Washington: President Eisenhower appoints Harold Stassen as "secretary of peace." Briarcliff, N. Y.: One-man amphibious helicopter. Albany, N. Y.: Home town honors Kirk Douglas. New York: Models model for models. Albany, Cal.: Jockey wins 4,500th race. Hollywood, Cal.: Underwater playground for aqua-tots.

WARNER PATHE NEWS (Vol. 26, No. 66) Chicago and Toronto, Canada: Spring storms. Panama: Nation's ex-president on trial. Washington: President Eisenhower ready for peace talks. Washington: President Eisenhower appoints Harold Stassen as "secretary of peace." New York: Children from 10 countries give Red Cross unique "thank you." Scotland: Evangelist Billy Graham arrives. France: Woman flies helicopter at 80. Canada: Toronto sportsmen's show. Mexico City: U.S. swimmers win at Pan-American games.

IN ALL FIVE:

Niagara Falls, N. Y.: Ice jam. England: The Grand National.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 28) Seattle: Survivors of Pacific crash. Washington: Italian Premier Scelba here. France: Council okehs arms for West Germany. Algeria: Locust plague fought. New York City: Greek Freedom Day parade. Polar Regions: Navy icebreaker explores Antarctic wastes. Fort Wayne, Ind.: 52nd American Bowling Congress.

NEWS OF THE DAY (Vol. XXVI, No. 262) Belgium: Catholic students riot. Greece: Students in Athens demonstrate against British rule in Cyprus. Washington: Italian Premier Scelba here. Polar Regions: Navy icebreaker explores Antarctic wastes. Washington: Priceless Bible. Fort Wayne, Ind.: 52nd American Bowling Congress.

PARAMOUNT NEWS (No. 65) Belgium: Catholic students riot. Washington: Priceless Bible. Germany: Boy flees Reds and family for freedom. Omaha: Strategic Air Command marks ninth anniversary.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 660) France: Council okehs arms for West Germany. Washington: Italian Premier Scelba here. Seattle: Survivors of Pacific crash. Hollywood, Cal.: German film star, Cornel Borchers, visits.

WARNER PATHE NEWS (Vol. 26, No. 67) France: Council okehs arms for West Germany. Belgium: Catholic students riot. Germany: Boy flees Reds and family for freedom. Suez: Egypt raises flag over Suez Canal. Seoul: Van Fleet back in Korea for visit. Washington: Italian Premier Scelba here.

Martin Receives Data On TOA Insurance Survey

NEW YORK—The final report from Theatre Owners of America's survey of liability insurance is in the hands of E. D. Martin, it was reported last week. The report gains its information from the study of 1,500 questionnaires received from exhibitors since January, and contains recommendations on how the theatre organization may seek lower insurance rates.

The TOA is seeking, in this insurance plan, to form a cooperative money-saving group for insurance which will revamp the entire theatre insurance program now established.

Information sought from exhibitors included figures on the present liability and fire insurance, policy terms for theatres, based on rates per 100 admissions, and property damage, bodily injury, and products libility loss experienced during the last three years. If figures show that theatre losses have been low, it is possible that the exhibitors will seek lower rates.

Konecoff

(*Continued from page 8*)

mand, which can bomb targets with any type of bomb anywhere in the world; luncheon and remarks at the officers club; inspection of available planes on the field and witnessing overhead refueling and flight demonstrations; a tour of the base including housing and recreation facilities; and finally a briefing of USAF manpower problems. That night saw a huge dinner-reception at the Blackstone Hotel.

The next morning we left for home.

We doff our lid to Air Force and Paramount representatives who did what they could to be of service, and we include head man Jerry Pickman, Bob Goodfried and his gang, Herb Steinberg, exploitation manager; Sid Blumenstock, assistant ad-pub director; Burt Champion, publicity manager; Gabe Sumner; Bob Montgomery; and especially Dave Friedman, field force, who went out of his way to be helpful. We heard many wonderful comments from the people of Omaha on the work done by Montgomery and Friedman well in advance of the arrival of the contingents.

"A MAN CALLED PETER" SECTION: Kilts and Scotch accents were in plentiful evidence at the premiere of "A Man Called Peter" at the Roxy last week, as well as notables from everywhere, plenty of press and photographic coverage. A parade started things off ending at the theatre's front and TV presented the proceedings to millions at home. . . . 20th-Fox advertising copy chief, in collaboration with several ASCAPers, wrote a new ballad called "A Man Called Peter," which is above and beyond the call of duty and which will get a play by several of the record companies. . . . 200 high school and college editors had a mass interview with the film's star, Richard Todd.

About People

NEW YORK—Columbia announced last week the appointment of Ray Murray to the post of assistant exploitation manager. In this new position, Murray will concentrate on supervision of national exploitation, under the direction of exploitation manager Al Rylander. Murray has been at Columbia for 12 years, serving recently as trade press contact in the publicity department. Murray's former post will be filled by Martin Blau, who has been serving as a general assignment man in the publicity department for four years. In addition, Ted Spiegel, with Columbia for seven years, is transferring from the exploitation section to the publicity department.

NEW YORK—Robert Fleisher, 20th-Fox national magazine contact, has resigned from the company effective April 8. No replacement has yet been made and applications for the post currently are being considered. Prior to his joining the company in April, 1951, as magazine representative, Fleisher was associated with various national publications in editorial and publicity capacities.

THE METROPOLITAN SCENE: IFE is releasing Gina Lollobrigida's vital statistics as garnered by a male member of the studio publicity staff in Rome. He was probably docked that week as this comes under the heading of pleasure and not business. In case anyone is interested in the figures, bust 37, waist 21, hips 35¼. . . . Manager of the Trans-Lux 52nd Street was handing out bandaids in tiny envelopes imprinted with the message, "Just In Case You Split Your Sides Laughing At 'Doctor In The House'." . . . Cute U-I mailing piece out on "Foxfire." . . . Okeh pressbooks out on "A Man Called Peter," "Conquest Of Space," "Big House U.S.A.," "It Came From Beneath The Sea," and "A Prize Of Gold."

VARIETY: Last week the local Variety Tent held an informal meeting lunchtime at Toots Shor's. The result was all fun and practically no business at all, which seems to be the pattern for future sessions. Buddy Hackett, stage, TV, and film comic provided some very humorous entertainment which we're not supposed to say anything about because the Theatre Authority might holler.

Aboard the dais that day were Bill German, chief barker; actress Anita Eckberg; Martin Levine, luncheon coordinator; and Harold Klein, toastmaster.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Two City Premieres Launch "Purple Plain"

NEW YORK—United Artists' "The Purple Plain" had day-and-date American premieres last fortnight at the Chicago, Chicago, and the Paramount, Sheridan, and Coral, Miami, Fla.

The openings climaxed twin, all-media advance campaigns that featured personal appearances in each city by Win Min Than, Burmese beauty, who makes her screen debut in the film.

The young star's round-the-clock schedule in Chicago earned saturation coverage for "The Purple Plain" with four solid days of press interviews, radio-TV stands, and store and theatre appearances.

Miss Than's video agenda plugged the UA release to an estimated 4,000,0000 viewers via the Tony Weitzel show, the Irv Kupcinet fixture, Studs Turkel's program, the "Hi Ladies' show, the "Sidewalk" show, and Danny O'Neil's program, on various stations.

The Burmese performer spotlighted "The Purple Plain" for additional thousands in a stage appearance at the Chicago and a talk at the Fair Store, Chicago's largest, before 900 young members of the Teen Club.

City-wide penetration was effected in a jumbo promotion of the Bantam Book edition of "The Purple Plain," best-selling novel on which the Technicolor film is based. Book builds, scene stills, and playdate cards were spotted at 650 book stores, drug stores, and news stands. Counter displays in 37 department and jewelry stores were pegged to a special display card carrying photographs of Miss Than modeling the A. A. Sutain Company's costume jewelry and hair ornaments.

In Miami, the Bantam Book and Sutain promotion were similarly planted at 135 key outlets. Miss Than's widely-ballyhooed appearances included guest spots on TV and radio shows. The film received an unusual plug when the Miami Beach Kennel Club ran the "Purple Plain" handicap.

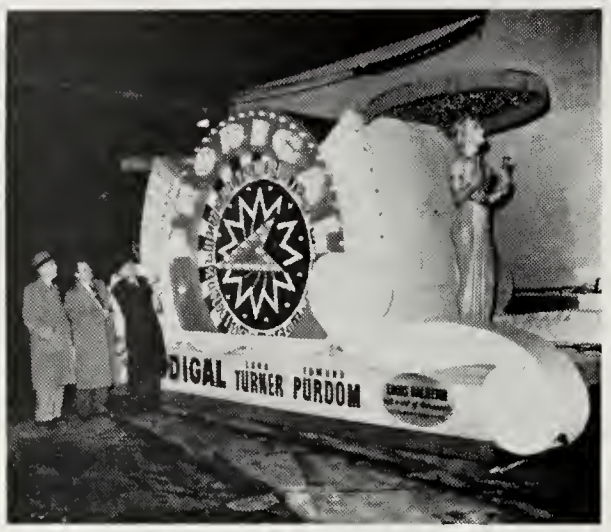
Blanket news photo coverage showed the Burmese star presenting the winner's trophy, as well as her arrival at the airport, where she was greeted by a four-ton elephant (Burmese, of course).

Saturation radio-TV ad coverage in both cities employed telops, slides, trailers, and recorded spots used for seven days in advance of opening. Theatre front flash at all four houses were provided by special fluorescent valances and streamers.

!! BUILD ATTENDANCE !!

New Copyrighted tested plan will get the Crowds! Give a little, take a lot. All necessary details with 1,000 printed cards, trailer and license to get you started for only $50. Nothing like it for indoor or outdoor theatres. Delivery 15 days after receipt of order. No C.O.D.'s.

Write BOX 166
M.P. EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.



MGM's float on "The Prodigal," which will tour the country in advance of the release of the film now scheduled for May bookings, recently got the stamp of approval from the company's home office promotion trio, from left to right, Joe Flynn, assistant to Emery Austin, exploitation head, who is in the center, with Oscar Doob, on the right. The unit will visit 46 cities after kicking off in New York City.

Songs Aid "Mambo"

NEW YORK—"The Silvana Mangano Mambo," Mack David-Wilson Stone song written in honor of the star of Paramount's "Mambo," has been waxed by MGM Records, with Dave "Tico" Robins and his orchestra. The record has been scheduled for extensive disc jockey promotion and spotlighting by music retail shops.

The new song has been published by Famous Music Corporation along with four songs from the Ponti-De Laurentiis production, "It Wasn't The Red Wine," "Back To Bahia," "Boogie In Brazil," and "New Love, New Wine."

"Prodigal" Campaign Watched

NEW YORK—MGM last week launched its campaign for "The Prodigal" by issuing a fact booklet detailing various promotional gimmicks. Meanwhile, the elaborate motor float ballyhooing the picture began its nation-wide tour and was being greeted by crowds wherever it appeared.



This attractive winter tableau was recently created by Ted Davidson, city manager, Walter Read Theatres, Perth Amboy, N. J., for his Majestic to call the public's attention to the strong line-up of product during the "Winter Carnival Of Hits."

New NSS Travel-Ad Gives Mobile Ballyhoo

NEW YORK—A new approach to mobile outdoor advertising of local theatre attractions was announced last week by National Screen Service, with the introduction of Travel-Ad, the all-aluminum poster frame that fits on top of any automobile.

"Travel-Ad is being made available at the beginning of the outdoor season and we believe that exhibitors all over the country will be anxious to take advantage of this opportunity to advertise their current and coming attractions through this new and effective medium," said George F. Dembow, vice-president in charge of sales.

The Travel-Ad frame is designed to accommodate a 24 x 82 banner type of announcement. Atop the frame is a large aluminum "fin" for display of theatre name and playdates. An aluminum pennant on a staff at the front provides space for billboarding second features, shorts or special events.

The mounting stand, also of aluminum, is of the type used for ski racks on top of automobiles. It is made of sturdy aluminum construction with rubber vacuum cup mounts and clip straps. Simple installation on an auto roof in less than five minutes, is possible, without any drilling or damage to the vehicle. The entire Travel-Ad frame has been designed to withstand high wind pressure. An additional use for hanging the display frame under marquees is provided by two hook-eyes set in the top of the frame.

This is intended for use by the manager and theatre staff on the tops of their cars to publicize theatre programs, special events, and other theatre features. Local merchants tying in with special theatre promotions also can use Travel-Ad on their cars and small trucks to spread word of their cooperative promotions with the theatre.

It is being made available on a rental basis or through the N.S.S. Travel-Ad Banner Sales Plan. There is also a rental service available on 24 x 28 banners. Full details may be obtained through National Screen Service exchanges.

20th-Fox's "Dynamo" Honored

NEW YORK—Twentieth Century-Fox's house organ, "The Dynamo," edited by Roger Ferri, was named last week as "the outstanding company publication" for 1954 by the Company Publication Editors of North America, representing house organs of 332 leading industrial and business corporations in the northern hemisphere.

The current award cites the publication for being outstanding in informative contents, readability, excellence in interpretive use of statistical matter, typography, promotional quality, and general editorial presentation.

CANDYDLY SPEAKING

ONCE AGAIN, with the advent of spring signalling activity on the outdoor scene and added excitement in conventional houses, we present the spring addition of the EXTRA PROFITS market guide, a comprehensive listing of companies engaged in marketing concession equipment and supplies.

THE GREAT INCREASE in full year drive-in operation, even in colder climes, and the ever increasing importance of extra profits operations in indoor theatres makes a careful study of the listing more important today than ever before. Increased efficiency at the concession stand, combined with proven merchandising techniques, can change a bookkeeper's handwriting from red to black.

EACH CONCESSION operation is only as good as the equipment involved in it; the equipment only as good as the people operating it. There is no short cut to success in the field of extra profits activity. Certain companies are at the top of the equipment and supply ladder for very good reasons. Years of dealing with theatremen have made them aware of exhibitor concession problems. Growing together with an industry whose rapid advance rivals any in our age has enabled them to more efficiently cope with these problems, through improved design, more effective merchandising aids, a wider variety of concession items.

ON SUCH THINGS is the confidence stimulated by a respected brand name founded; and with increased respect for a brand name comes an increased obligation on the part of the firm involved to merit that respect, resulting in a healthy state of competition for the theatreman's dollar and assuring him of a dollar's worth of value and satisfaction.

THE THEATRE OFFERS distinctive problems and challenges to manufacturers of extra profit equipment and supplies, and they have met this challenge by staffing their sales forces with men who understand these problems; the result is an admirable liaison between buyer and seller, one that other facets of the motion picture industry would do well to emulate.

—AL ERLICK

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

EXTRA PROFITS

SPRING BUYERS MARKET GUIDE

Volume 10, Number 1 April 6, 1955

50,000,000 times a day . . .
IT'S A MATTER OF PREFERENCE—

Coca-Cola is first choice with men in uniform!*



1. Servicemen name Coca-Cola as their first choice among soft drinks . . . buy Coke wherever they go.

2. When they go to your theatre—in uniform or out—their choice in beverages makes a choice profit for you if you feature Coca-Cola.



SELL Coca-Cola for extra profit

REG. U.S. PAT. OFF.

...more than 9,600 theatres do!

"COKE" IS A REGISTERED TRADE-MARK

*General Market Survey of Military Personnel prepared by W. B. Bradbury Company.

The Spring Market Guide

Following its semi-annual custom, EXTRA PROFITS lists leading companies in the field which are ever ready to aid those houses which realize the strong possibilities in off-the-screen selling.

BEVERAGES

CANADA DRY GINGER ALES, INC., 100 Park Avenue, New York—Beverages

THE COCA-COLA COMPANY, 515 Madison Avenue, New York—"Coke"

DAD'S ROOT BEER COMPANY, 2800 North Talman Avenue, Chicago, Ill.—Beverages

Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages

Grapette Company, 112 Grinsted, Camden, Ark.—"Grapette"

Charles E. Hires Company, 206 South 24th Street, Philadelphia, Pa.—Root beer

Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup

Mission Dry, Corporation, 5001 South Soto Street, Los Angeles, Cal.—Mission orange

Nehi Corporation, 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"

Orange Crush Company, 314 West Superior Street, Chicago, Ill.—"Orange Crush" drink, "Old Colony" beverages

Dr. Pepper Company, 428 Second Street, Dallas, Tex.—Beverages

PEPSI-COLA COMPANY, 3 West 57th Street, New York—Beverages

Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"

Bachman Chocolate Manufacturing Company, Mount Joy, Pa.

Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.

Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice

Paul F. Beich Company, West Front Street, Bloomington, Ill.

E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.

Brock Candy Company, Chattanooga, Tenn.

Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.

Cadbury-Fry America, Inc., 261 Broadway, New York

Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"

Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.

Cardinet Candy Company, 2172 Market Street, Oakland, Cal.

Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.

Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.

Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.

Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.

Dennis Candy Factory, Inc., 793 Monroe Avenue, Rochester, N. Y.—Candy kisses, jellies, pops

F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.

Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.

D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.

Henry Heide, Inc., 313 Hudson Street, New York

Hershey Chocolate Corporation, Hershey, Pa.

Hollywood Candy Company, Chestnut and Calumet, Centralia, Ill.

Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.

Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.

Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.

Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers

Lusk Candy Company, Davenport, Ia.—Lemon drops

McAfee Candy Company, Inc., Macon, Ga.

Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.

Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.

Melster Candies, Cambridge, Wis.

National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.

Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.

NESTLE'S CHOCOLATE, 2 Williams Street, White Plains, N. Y.

Peter Paul, New Haven Road, Naugatuck, Conn.

Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.

Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.

Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.

Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch Rolls, Chocolate rolls, orange rolls

Thomas D. Richardson Company, Atlantic and I Streets, Philadelphia, Pa.—Candy mints

Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds

Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.

Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.

Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"

Squirrel Brand Company. 10-12 Boardman Street, Cambridge, Mass.

Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.

Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls

SWITZER'S LICORICE COMPANY, 612 North First Street, St. Louis 2, Mo.

Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.

James O. Welch Company, 810 Main Street, Cambridge, Mass.

Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.

Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.

York Caramel, Box 1147, York, Pa.

George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

DRINK DISPENSERS, FOUNTAIN, BOTTLE, CUP

AUTOMATIC PRODUCTS COMPANY (APCO), 250 West 57th Street, New York—Beverage dispenser

Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines

Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units

C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines

Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment

Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser

Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser

Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vending machines

Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser

Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar

Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent

Helmco-Lacy, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment

Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains

Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle

W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser

Knickerbocker Beverage Dispensers, Inc., 453 Sixth Avenue, New York—Drink dispensers

The Liquid Carbonic Corporation, 3110 South Keczie Avenue, Chicago, Ill.—Soda fountains

Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser

Mighty Midget Manufacturing Corporation, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser

Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor

Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser

Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Beverage dispensers

Rowe Mfg. Co., Inc., 31 E. 17th St., N. Y., N. Y.—Beverage Dispenser

S and S Products Company, P. O. Box 1047, Lima, O.—Cold vendor, bottle

Selmix Dispensers, Inc., 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser.

Smith-Werner Company, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain

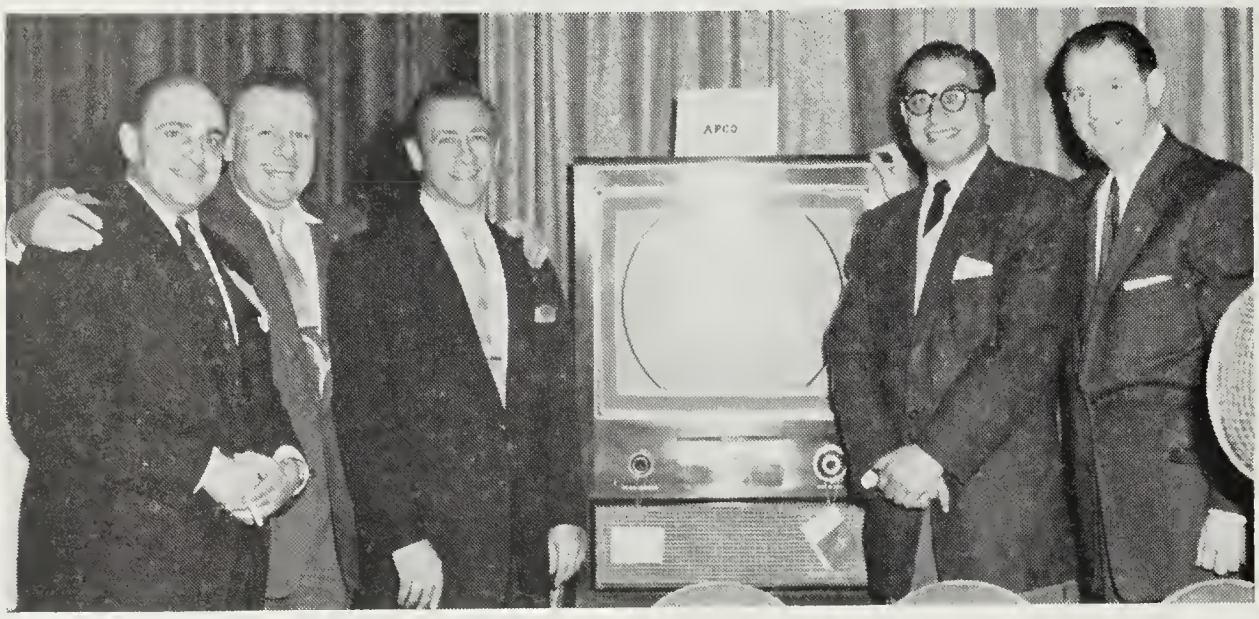
Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)

Superior Refrigerator Company, 1606 Pine Street, St. Louis 3, Mo.—Beverage dispenser

Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers

(Continued on page EP-6)

IPA Picks A Winner



International Popcorn Association recently held an eastern seaboard sales clinic meeting at the Park Sheraton Hotel, New York City. Among those in attendance were, left to right, Bert Nathan, president, IPA, and head, Theatre Popcorn Vending Corporation, Brooklyn, N. Y.; Lee Koken, RKO Theatres, New York City, and general chairman of the sessions; Mel Rapp, executive vice-president, Automatic Products Company, New York; Mel Witman, Smith Management, Boston, who won the grand prize, a 1955 RCA 21-inch color TV set presented by Automatic Products Company; and Tom Sullivan, Chicago, executive secretary, IPA.

IPA Conference Stresses Outdoor Sales Aids; 10 Point Plan Offered

NEW YORK—Over 200 representatives of firms having a business interest in popcorn jammed the fourth annual Eastern regional popcorn and concession conference, sponsored by International Popcorn Association, last month at the Park Sheraton Hotel.

Lee Koken, RKO Theatres, served as general conference chairman and was assisted by IPA president, Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y.; Morrie R. Yohai, King Kone Corporation, New York; Nat Buchman, Theatre Merchandising Corporation, Boston; Lawrence Goldmeier, Poppers Supply Company, Philadelphia; Don W. Mayborn, Cornco, Inc., Baltimore, Md.; Martin P. Coopersmith, The Marjack Company, Washington; Carl Siegel, Stanley Warner Management Corporation; and Thomas J. Sullivan, IPA executive vice-president, Chicago.

William E. Smith, executive director, the Popcorn Institute, Chicago, spoke to the morning session and described PI's new plans for point of purchase displays especially created for use in theatres to develop additional popcorn sales. IPA is working closely with The Popcorn Institute on industry sales promotion.

Yohai chairmanned the program for the manufacturer-wholesale session. Among the speakers were Sullivan, Mayborn, Henry Meltzer, Popcorn Service Company; Frederick J. Ruderman, Aidling's, Inc., Brooklyn, N. Y.; and Herschel I. Yesley, Yesley Brothers Sales Company, Newtonville, Mass.

Conference prize winners and their awards were, Royal portable typewriter, donated by Irving A. Singer, Rex Specialty Bag Corporation, Brooklyn, N. Y., won by Wallace Schmidt, Mason Candies, Mineola, N. Y.; Zenith deluxe AM-FM table radio, donated by Nelson Grunther, Banner Candy Company, Brooklyn, N. Y., won by Mort Thalhimer, Jr., Neighborhood Theatres, Inc., Richmond, Va.; Philco portable record player, donated by Hy Becker, Korday-Bonomo Candy Company, Brooklyn, N. Y., won by Carl Siegel, Stanley Warner Management Corporation; set of matched woods and irons in leather golf bag, donated by Warren Young, Maryland Cup Company, Baltimore, Md., won by Herschel I. Yesley, Yesley Brothers Sales Company, Newtonville, Mass. The grand prize award of the conference, an RCA 21 inch full color television console, donated by Mel Rapp, APCO, Inc., was won by Mel Wintman, Smith Management Corporation, Boston.

One forum highlighted the fact that 80 per cent of concession sales are made during picture "breaks" at conventional theatres or during intermissions at drive-ins. Nathan offered the following 10 rules for concession operations at outdoor theatres: proper layout, whether the operation is for station concessions or cafeteria; efficient equipment of modern appearance; prices of food and refreshments should conform generally with those at drive-ins elsewhere in the area and should be determined, where advisable, by agreement between the concession operator and owner or management; special food items should be dispensed properly or not handled at all; concession signs should be easy to read, telling the patron in large letters the items available and their prices; efficient help, properly trained by persons capable of training, with constant supervision maintained; cleanliness of help both of clothing and person; convenient placing of condiments for foodstuffs; quick accessibility to inventory stocks to meet contingencies; and proper use of the main directional microphone to sell concession items, to sell the operation institutionally, and to sell the many services offered by it—bearing in mind the fact that the investment represents many thousands of dollars.

Conclusions were drawn which indicated that vending machines strategically located in theatres do not lessen sales at regular concession counters; ice cream sales suffer because of insufficient display; candy display cases in theatres stimulate sales; manual sales of drinks bring larger grosses than vending machines; machines dispensing both carbonated and non-carbonated beverages bring plus business.

Concessions at drive-ins are important as sources of income both on their own and as a boxoffice stimulant; cafeteria sales are between 20 and 25 per cent greater than station or stand sales; conversely speaking some operators find stands more profitable where patrons are reluctant to wait on a cafeteria line; the increase in frozen food items requires a comparable increase of refrigeration facilities; restaurant equipment at drive-in cafeterias usually is unsuitable, special equipment generally being necessary to meet the speed to service patrons during the concession break.

Most kiddies' playgrounds are placed in poor locations at drive-ins; more suitable areas are recommended closer to concessions; free playgrounds are a must for drive-ins.

Thomas J. Sullivan, executive vice-president, IPA, addressed the conference on IPA leadership in the industry.

Coca-Cola was host at the luncheon, represented by Charles Okun, special theatre representative. Pepsi-Cola entertained at a cocktail party at which Peter Warren and Alan Finley, theatre sales division, were the hosts.

Triple Theme Keys Sweden Meet Display

SEATTLE—A triple theme will spotlight Sweden Freezer's 1955 display at the National Restaurant Show. In addition to showing their latest equipment, the firm will present to the food handling industry new, low-cost, soft-serve desserts, plus graphic portrayal of the industry's need for attention to certain dairy product regulations.

Among the representative Sweden models on display will be a new double-head automatic continuous freezer for serving two flavors of soft-served product at one time. One or both heads can also be used for machine-made shakes, or for soft-served sherbets. This new, versatile model has Sweden's "hands-free operation" feature. A single footswitch control, which leaves both of the dispenser's hands free for handling the dishes, dispenses portion-controlled soft-serve product in one simple operation. Also on display will be a Sweden Automatic Fountain which automatically dispenses all ice cream dishes and complete milk shakes. All machines, plus the Electronic Portion Control which accurately measures management-determined portions, will be demonstrated.

The Sweden booth will feature a full-color presentation of standard fountain dishes, plus a number of profitable, eye-appealing, and low-cost dessert and specialty dishes which are possible with soft-serve products. An accompanying commentary will give recipes, preparation, and serving procedures and food costs.

Popcorn Week Spurs Concession Returns



TORONTO, CANADA—For "Popcorn Week," G. H. Davie, manager, Famous Players' Palace, recently decorated the theatre lobby with streamers made of popcorn and had banners made heralding the event.

A contest was held in conjunction with this consisting of a bowl of corn kernels being displayed in the lobby for patrons to guess the correct number of kernels in the bowl. The winner received a Gruen watch, donated by the courtesy of a neighborhood jewelry store, with no cost to the theatre. There were nearly 4,000 entries in the contest, which shows the interest it aroused in its two weeks running. The correct number of kernels, incidentally, was 51,044, but guesses ranged from 400 to 10,000,000. The contest had a dual purpose. It not only got patrons thinking about popcorn, but it also gave an active mailing list to the theatre.

Coloring pictures numbering 5,000 were distributed to all the children. The best three pictures turned in received passes to the theatre. This contest went over even better than was anticipated. Movie star fan photos were also given away with each purchase of popcorn. Needless to say, during "Popcorn Week," Palace sales were greatly increased.

Reed Names Three

CHICAGO—Reed Candy Company, at a recent board meeting, named James D. Webb, a vice-president in charge of the eastern sales division; Fred T. Reid, a vice-president in charge of the western sales division; and Winifred Sandberg, secretary.



One example of a complete program of package revisions now in progress at Bunte Brothers Chase Candy Company, Chicago, is the attractive and smart 40 count display box for two-cent chocolate mint patties shown above.

Q*

Does your present popping oil have all these features?

- ☐ Made of Pure Peanut Oil
- ☐ Butterlike Flavor
- ☐ Golden Color
- ☐ Requires No Melting
- ☐ Easy to Pour and Measure
- ☐ Flash Point Over 650°
- ☐ No Fire Hazard
- ☐ Always Ready-to-Use
- ☐ Fries Hamburgers, Potatoes, Shrimp, etc. with delicious flavor and color

A

* Only if it's popsit plus!

NO OTHER SEASONING AT ANY PRICE OFFERS ALL THE ADVANTAGES OF POPSIT PLUS. No wonder it's America's best selling popcorn oil—preferred by more theatres, carnivals and outdoor operators because it does the best job. Try Popsit Plus in your own refreshment stand . . . your local distributor will gladly give you a sample supply.



popsit plus!

It's Digestible! Made Only of Pure Peanut Oil

Liquid Popcorn Seasoning
made by
C. F. Simonin's Sons, Inc.
Phila. 34, Pa.

Broil-Quik Develops Infra-Red Double Drum Frankfurter Grill

NEW YORK—The Broil-Quik Appliance Company, after months of research, has developed the new infra-red Broil-Quik Frankfurter Grill. It is said to cook frankfurters faster, tastier, and easier with penetrating infra-red rays.

The grill consists of two easily removable drums, each drum individually operated with automatic controls. It has two incaloy sheeted tubular infra-red grilling elements, one in the center and one at the top of each drum. Each drum holds 40 frankfurters. The grilling is done on one drum at a time while the other can keep the finished franks hot and tender for hours. The grill can cook 40 frankfurters every five minutes or 480 frankfurters per hour.

Each drum is automatically timed. When the frankfurter is cooked, the heat is automatically turned to medium so there is no danger of burned or dried out frankfurters. The frankfurter grill has a bun warmer on top with a water pan which steams the buns and keeps them soft and tasty. The grill is made of triple chrome plated steel and the drums are of stainless steel. It can be easily cleaned.

It measures 21 inches wide, 11½ inches deep, and 28 inches high. It takes a minimum of space while having a large capacity. The rating is 1500 watts, 115 volts, A.C. only.

The company claims it will help increase the frankfurter business because infra-red cooking retains all juices and flavor, giving a tastier frankfurter while eliminating wastage from burned or dried out frankfurters

The Broil-Quik Frankfurter Grill is manufactured by the Broil-Quik Appliance Company, a division of The Peerless Corporation, world's largest manufacturer of infra-red appliances.



Helmco Offers Dura-Bowls

CHICAGO—A newly developed plastic Dura-Bowl, which is practically break proof, is now being used in all fruit wells on the Helmco-Lacy line of ice cream cabinet fountainettes.

Made of high impact polystyrene plastic, in a sanitary white color, the new Dura Bowls increase the capacity of each fruit well by one-half pint, yet are readily interchangeable with the old type bowls and offer the added advantage of accommodating both ladle and pump service.

Faster cooling and easier cleaning are other advantages claimed for the new Dura-Bowls.

Although these improved new bowls are now used as standard equipment on all 24 combination Helmco-Lacy Fountainettes, there has been no increase in the price of the units, according to F. R. Lacy, Jr., Helmco executive vice-president.

Rader Appointed

NEW YORK—Norval B. Rader has been elected assistant to the chairman of the board, Automatic Canteen Company of America, Nathaniel Laverone, chairman, announced recently. Prior to joining Automatic Canteen, Rader was vice-president, Acme Visible Records, Inc., manufacturer of business record systems.

Rolleston Upped By Oh Henry!

CHICAGO—Roswell N. Rolleston has been elected by the board as vice-president in charge of purchasing, Williamson Candy Company, makers of Oh Henry! candy. Rolleston has had over 30 years experience in the candy industry and has headed the purchasing department of the Williamson Candy Company since 1933.

Popsit Plus Launches Testimonial Program

PHILADELPHIA—Several of the industry's most important personages, including executives of major theatre chains and supply houses, are participating in a new public relations and testimonial program endorsing Popsit Plus, liquid seasoning made of pure peanut oil. Taking part in this testimonial series, according to James A. Ryan, president, C. F. Simonin's Sons, Inc., are Francis Barnidge, president, Prunty Seed and Grain Company, St. Louis; Will J. Conner, executive vice-president, John Hamrick Theatres, Seattle; Larry Goldmeier, president, Poppers Supply Company, Philadelphia; and Philip L. Lowe, Theatre Candy Company, Inc., Boston.

Popsit Plus was created by C. F. Simonin's Sons to fill a need for a quality oil with special properties, packed in smaller, more convenient containers. A number of years of experimentation preceded the introduction of Popsit Plus nine years ago. Today, it is the best selling liquid popping oil in the theatre concession and outdoor refreshment field.

Ryan also announced that "at the same time that we are running the testimonial series, we are also scheduling a series of advertisements pointing up the superior qualities of Popsit Plus."

Popsit Plus was one of the first ready-to-pour liquid seasonings packed in easy-to-handle gallon cans, and its extremely high flash point is a real safety factor where inexperienced help are used.

Coffee The E-Z Way

CEDAR RAPIDS, IOWA—Here's how to serve a better cup of coffee at less cost and more profit by using the E-Z Way Coffeemaker, which is said to save coffee, labor, and time.

Each customer gets a cup of fresh, uniform coffee made expressly for him when it is drawn from the new E-Z Way Coffeemaker, it is said. The same quantity of coffee concentrate is dispensed with each cup; never too much or too little coffee used. One E-Z Way dispenser can furnish 300 cups per hour. It also eliminates handling hot water, waiting for coffee to brew and cleaning up coffee grounds. There is no urn bag, filter, or coffee brewer to wash, and waitresses are not tied up at the coffee urn. A new supply of liquid coffee concentrate is added in seconds. There is never stale or left-over coffee, yet a continuous supply of fresh coffee is available for busy periods. Complete safety is assured, for the E-Z Way has no open flames, and is insulated. It requires little space and does a big job at low original cost.

Market Guide

(Continued from page EP-3)

Vendolator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk

John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydro-Jet cup vending machine

FOOD GRILLS, EQUIPMENT

Broil-Quik Appliance Corp., 615 W. 131st St., N. Y. 27, N. Y.—Infra-red frankfurter grill

J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill

Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer

General Mfg. Co., 1209 Castle St., Dallas, Texas

Helmco Mfg. Co., 1215 W. Fullerton, Chicago, Ill.

Hot Point Commissary Food Department, 227 South Sealey, Chicago, Ill.—Food preparation equipment.

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server

STAR MANUFACTURING COMPANY, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor

California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.

Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers

Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks

Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser

Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor

Snively Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor

Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.

Beech-Nut Packing, 10 East 40th Street, New York, N. Y.

Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.

Frank H. Fleer Corporation, 10th and Somerville, Philadelphia, Pa.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

William Wrigley, Jr., Company, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandele Avenue, Los Angeles, Cal.—Ice cream vendor

Arctic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor

Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors

Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor

Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter

The Borden Company, 350 Madison Avenue, New York—Ice cream

Craig Machine Company, Danvers, Mass.—Ice cream vendor

Dari-Delite Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream

De Cicco's Bon Bon Corporation, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons

Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors

Eastern Engineering und Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor

Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine

Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine

Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor

General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer

Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser

Jordon Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers

Joe Lowe, Inc., 621 West 26th Street, New York—"Frozen On-A-Stick Confections"

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers

Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine

Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream

Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine

Supurdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser

Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle 99, Wash.—Ice cream and frozen custard fountain freezer

Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream

Tekni-Craft, Rockton, Ill.—Ice cream and custard machine

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-service ice cream merchandiser

PAPER CUPS

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.

Hi-Land Paper Company, 274 Madison Avenue, New York

Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York

U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

POPCORN BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers.

Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.

Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags

Rex Paper Products Company, 95-109 Onderdonk Avenue, Brooklyn 6, N. Y.—Popcorn bags, noiseless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn

Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes

Supurdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

POPCORN OILS

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.

Best Foods, Inc., 1 East 42nd Street, New York

Capital City Products, West First and Perry, Columbus, O.

Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.

E. F. Drew and Company, Inc., New York 10, N. Y.—Tastee-Pop coconut oil bar seasoning

C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils

"The butterlike flavor of

popsit plus

is unequalled in the popping oil field!"



says Mr. Francis Barnidge . . . President of the Prunty Seed & Groin Co., St. Louis, Mo. Owned and operoted by the some fomily for 81 yeors, this company is widely known in theotre, carnival ond concession fields.

Mr. Barnidge says, "Corn popped in POPSIT PLUS has the taste of butter in every mouthful. It's a unique oil that has almost revolutionized the popcorn field. Now carnivals, concessionaires and theatre operators who don't have 'that popcorn with the butterlike flavor' simply are not doing as well as they could – in sales and profits!"

POPSIT PLUS is actually more economical to use in the long run because it leaves fewer duds in the bottom of your popper. And because it's always liquid, it's easier to pour and measure.

Outdoor operators also use POPSIT PLUS for all their frying – hamburgers, french fries, seafood and chicken.

Make the switch to POPSIT PLUS. Try it for just one week. You'll quickly make it your one and only popping and frying oil.



popsit plus!

Liquid Popcorn Seasoning

IT'S DIGESTIBLE! Made Only of Pure Peanut Oil

made by C. F. Simonin's Sons, Inc., Phila. 34, Pa.

POPCORN, POPCORN EQUIPMENT

American Popcorn Company, Sioux City, Ia.—Popcorn vending equipment, raw popcorn

AUTOMATIC PRODUCTS COMPANY, 250 West 57th Street, New York—Butter dispenser

Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.

Bonanza, Inc., 2980 West Pico Boulevard, Los Angeles, Cal.—Popcorn vending machines

Central Popcorn Company, Schaller, Ia.—Popcorn

C. CRETORS AND COMPANY, 630 West Cermak Road, Chicago, Ill.—Popcorn equipment, butter dispenser

Dairy Service Company, 100 East Main Street, Menomonee, Wis.—Butter dispenser

DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machine, automatic

J. A. McCarty Seed Company, 526 Northwest Fourth Street, Evansville 10, Ind.

MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—Vending equipment and popcorn machines and supplies

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Popcorn equipment and supplies

Poppers Supply Company, 1211 North Second Street, Philadelphia, Pa.—Popcorn supplies

Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Popcorn machines, food equipment.

Supurdisplay, Inc., Wisconsin Tower building, Milwaukee, Wis.—Butter dispenser

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Butter dispenser

Wyandotte Popcorn Company, Marion, O.—Popcorn

Y & Y Popcorn Supply Company, 256 North 13th Street, Philadelphia, Pa.—Popcorn and supplies

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers

Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendmobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream

Coan Manufacturing Company, 2070-2084 Helena Street, Madison 4, Wis.—U-Select-It vendors, candy, food and cigarettes; Super-Vend cold cup drink dispenser

DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine

Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts

Kneisley Electric Company, 2501 La Grange, Toledo 3, O.—Portable dispenser

Tol-Pak Company, 416 South Sixth Street, St. Louis, Mo.—Beverage dispenser

Walky Service Company, Schweiter building, Wichita, Kans.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue. Chicago, Ill.

Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.

National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.

Rowe Manufacturing Co., Inc., 31 E. 17th St., N. Y., N. Y.

Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

ABC Vending Corporation, 259 West 14th Street, New York—Theatre refreshment service

Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters

BERLO VENDING COMPANY, 333 South Broad Street, Philadelphia, Pa.—Theatre concession service

Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared

Columbus Showcase Company, 850 West Fifth Avenue, Columbus 8, O.—Showcases—candy stands

Flavo-Rite Food, Inc., 516 Westchester Avenue, Bronx, N. Y.—Egg and shrimp rolls

Gold Medal Products Company, 318 East Third Street, Cincinnati, O.—Popcorn and concession supplies

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago, Ill.—Candy bar machine, cigarette machine, cold vendors, scales, bottles

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Concession equipment, chili con carne

Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie

Rowe Manufacturing Company, Inc., 31 East 17th Street, New York, N. Y.—Candy merchants, ice cream vendors

Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop

Sportservice, Inc., Sportservice Building, Buffalo, N. Y.—Theatre refrshment service

Supurdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Refreshment equipment and accessories

Swift and Company, Union Stockyards, Chicago, Ill.—Frankfurters

Tyson-Caffrey, 8 Briar Road, Wayne, Pa.—Carry-out beverage tray

Vacuum Can Company, 25 South Hoyne Avenue, Chicago, Ill.—Portable beverage dispenser

Watling Manufacturing Company, 4650 West Fulton Street, Chicago 44, Ill.—Scales



EXTRA PROFITS

Vol. 10, No. 1 April 6, 1955

Associate Editor, Al Erlick

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles, Calif.

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NEWS OF THE Territory

BRANCHES

Atlanta

The Sanford Drive-In, Sanford, Fla., has undergone a transformation under the supervision of manager C. B. Schirard, including CinemaScope. . . . E. H. Everett, Lancaster, S. C., has been appointed as manager, State, Inman, S. C. He replaces Bob Rippy, who goes to Monroe, N. C.

Local merchants of Dayer, Tenn., are studying a plan to reopen the Dayer on Friday and Saturday nights. The theatre is owned by Wilfred Bonds, who closed several weeks ago account of bad business. . . . The Ritz, Tallahassee, Fla., has reopened under the managership of Tommy Hyde.

The Ritz and Palace are installing air conditioning. Both houses are units of Martin Theatres. . . . C. T. Nelson, owner, Park, Hahira, Ga., has installed CinemaScope, by the Dixie Drive-In Theatre Service, Albany, Ga. . . . A new 600-car drive-in is being constructed in Albany, Ga., equipment by Dixie Drive-In Service, Albany, Ga. . . . March of Dimes officials announced that $1,500 was collected by the theatres in Savannah, Ga.

The second theatre in Arcadia, Fla., to be equipped with CinemaScope is the DeSoto Drive-In. The new screen is 66 by 30 feet. George West is manager. . . . Charles Tracy was appointed as manager, Charlotte-Harbor Drive-In, Punta Gorda, Fla. . . . The Florida, Daytona, Fla., has been sold by D and H Theatres for $81,500, fixtures and equipment included. The purchasers are Mr. and Mrs. J. G. Millirons. The theatre has a seating capacity of 800.

Tobey Allen was appointed as manager, Weis, Savannah, Ga. He was former manager, Lucas, there. . . . We are sorry to hear of the death of Mrs. Fred Weis' mother. . . . W. F. Southwell, electronic engineer, Wil-Kin Theatre Supply Company, was in checking equipment. . . . In Savannah, Ga., for a visit was George Tarrant, National Screen Service. . . . The Jay, Jay, Fla., has installed CinemaScope.

Jess D. Tinsley, owner, Jonesboro, Jonesboro, La., died at his home in Ruston, La., at the age of 49. . . . Charlie Fortson, manager, Wil-Kin Theatre Supply Company, checked in at his office from Florida. . . . Hap Barnes, ABC Booking Service, checked in from Florida on a business trip.

Mack McCleary, editor, Parts Pups, was guest speaker at the meeting of the Variety Club. . . . Leonard Alled, Paramount news hound, was in Florida for the showing of "The Conquest of Space." . . . The Ace and Breezeway, Homestead, Fla., installed CinemaScope.

It's happy birthday to Fred Coleman, theatre owner, and to Monteen Johnson, Allied Artists Southern Exchanges, Inc. . . . Jimmy Hobbs, branch manager, Allied Artists Southern Exchanges, was pleased with the reception accorded the Allied Artists brass during their visit. . . . J. R. Page, Auditorium, Lindale, Ga., was in booking. . . . Jimmy Prichard, Allied Artists district manager, Dallas, was in for a visit with branch manager Jimmy Hobbs.

The old love bug bit again on the Row, as Donald Howell, Capital City Supply Company, and Mary Ann Rountree were married. . . . Walter Powell was added to the sales force at 20th-Fox, Jacksonville exchange area.

Jack Barrett, Florida sales representative, Allied Artists Southern Exchanges, was in. . . . Other exhibitors in were R. D. Word, theatres in Alabama; Earnest Martin, Grand, Montezuma, Ga.; Nelson Scott and L. A. Harris, Moonlite Drive-In, Trion, Ga.; O. O. Kilgo, 85 Drive-In, Fayetteville, Ga.; Tommy Lam, Lam Amusement Company, Rome, Ga.; and Charlie Simpson, theatres in Knoxville and Chattanooga, Tenn.

Tommy Mote, U-I booker, has been called into service. . . . New employes at United Artists are Marjory James, contract clerk, and Sue Moore, replacing Joyce Robbins and Lois McMillen, who has resigned. . . . William Richardson, president, Capital and Astor, and Hap Barnes, ABC Theatrical Enterprises, were back after a fishing trip in Florida. . . . Ted Toddy, president, Toddy Pictures, has taken over "Garden of Eden" distribution.

Arthur C. Bromberg, president, Allied Artists Southern Exchanges, is getting along just fine after an operation. . . . Roy L. Bang, theatre owner in Florida, has taken over the Florida, St. Augustine, Fla., from its former owner, S. A. Newton. . . . Carl Floyd, president, Floyd's Theatres, in Florida, was in.

Matt Whitman, for the past 25 years with the Martin Theatres, now manager, theatres in Tifton, Ga., had his 50th anniversary in show business. His first try in theatre business was assistant treasurer, Cornell, which paid him $7.50 per week.

The Anderson family, owners of the Anderson Theatre Circuit in North and South Carolina, will soon leave for a trip to Hawaii. Their son, Howard, will take over. . . . Joe Johnson, feature booker, Wilby-Kincey Theatres in Carolina, is the proud father of a new baby son. . . . The best to Mr. and Mrs. Jack Griffith, sales representative for U-I, parents of a new baby girl. Jack is the son of Mrs. Walter Griffith, secretary, Theatre Owners of North and South Corolina.

Walter Powell was appointed to the sales force of the 20th-Fox at Jacksonville. . . . Ken Laird, district manager, Buena Vista, checked in at his office after a trip to Jacksonville.

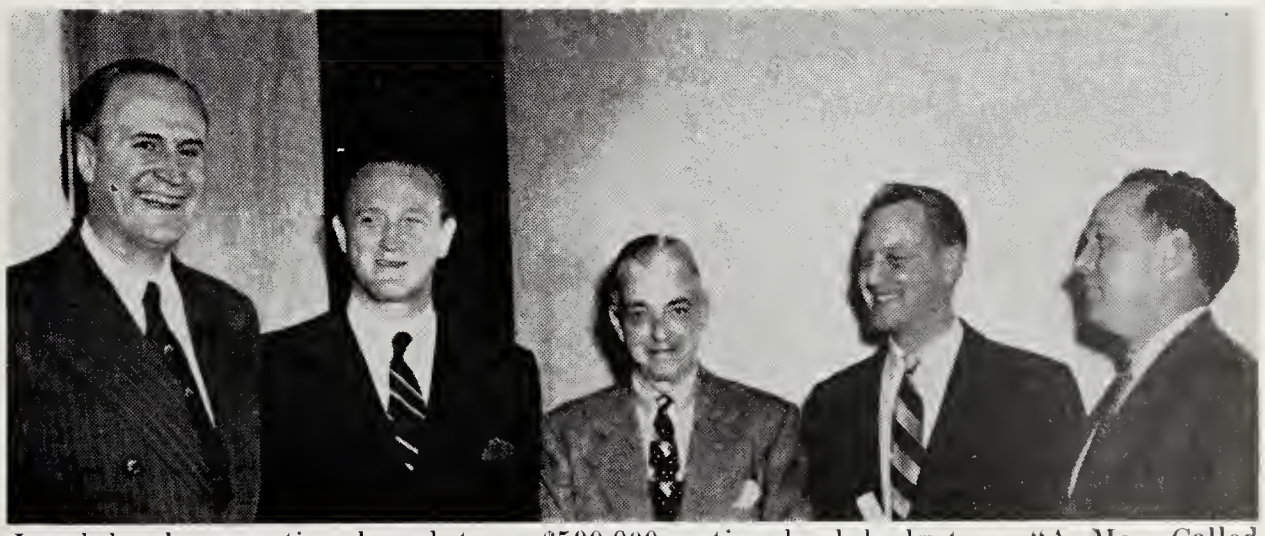
Directors of the Alabama Theatre Association, a TOA affiliate, have authorized the association to contribute $1,000 to the war chest against toll-TV, president Dick Kennedy, Birmingham, Ala., has announced. The contribution will be forwarded to the joint committee.

Alpha Fowler, theatre owner, Douglasville, Ga., is the proud father of a new baby boy, the fourth. . . . Mr. and Mrs. Pete Howell, he's head shipper, Allied Artists Southern Exchanges, are proud parents of a new baby girl. . . . Julie Cheek, granddaughter of P. H. Savin, Allied Artists Southern Exchanges, is back home after an operation in a local hospital.

James M. Cates, 68, former electrician, Fox, died at his home following a long period of illness. . . . F. J. A. McCarthy, U-I southern and Canadian sales manager, was here at the local office. . . . R. L. Buzbee, Ritz, Dadeville, Ala., installed CinemaScope, with wide-screen by Capital City Supply Company.

The local WOMPI sponsored a dance for members and friends at the Variety Club. As first president, Mrs. Laura Kenny awarded an annual trophy, "Laura Kenny Award to Atlanta's WOMPI of the Year." . . . Mrs. Betty Rary, president, was interviewed on Bill Lowery's Surprise Party program over WLW-A recently, with 40 members present. . . . The monthly luncheon meeting was held at the Variety Club.

C. O. Jeffrey, general district manager, Alexander Film Company, Colorado



Local level promotion keyed to a $500,000 national ad budget on "A Man Called Peter" was developed recently between representatives of leading circuits and independents, 20th-Fox and national magazines in Atlanta. The parley brought out, left to right, Tom Cris-Allen, Life; E. E. Whitaker, Georgia Theatres; Bud Cogill, Seventeen; Bill Sykes, Atlanta Journal Constitution; and A. B. Padgett, Wilby-Kincey Circuit.

Springs, Colo., has returned to his home in Fruitland Park, Fla., after a visit here. . . . George J. Schaefer, distribution executive and president, Sun-Red, Inc., will be lessee of the Riviera, Miami, Fla., to be constructed. The theatre will have 1,300 seats and be equipped to handle CinemaScope, stereophonic sound, circuit TV, and other modern improvements.

David Williams, IFE sales representative, was back after a visit to the Charlotte branch. . . . Ted Toddy and Mrs. were back after a trip to Miami, Fla., where they arranged a grand opening of Ted's new picture "Garden of Eden," at the Roosevelt. . . . Tim Crawford, formerly with the Rialto, Orlando, Fla., has been appointed as manager, San Marco, Jacksonville, Fla.

The Cherokee Drive-In, Jefferson City, Tenn., was destroyed by a tornado. It will be rebuilt.

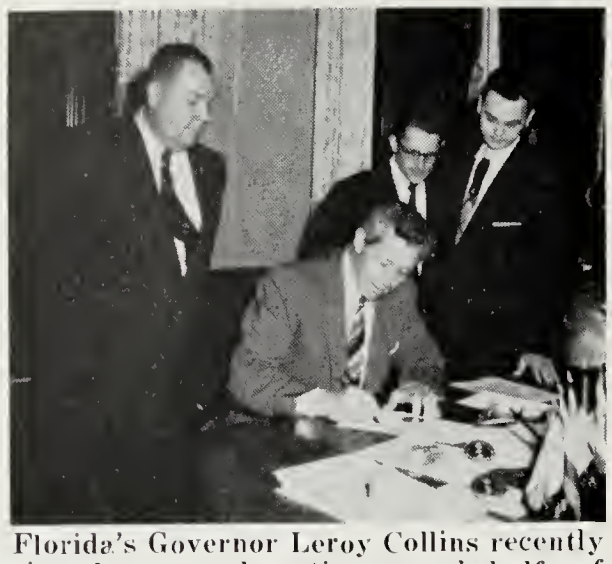
Charlotte

Vic Sicilia, city manager, Y and W Theatres, with headquarters at the Rivoli, Muncie, Ind., was a panel member at MGM's 14th Ticket Selling Workshop here. Conrad Brady, publicity director, Interstate Circuit, Inc., Houston, Tex., who appeared at the Workshops at Columbus and Kansas City early in March, again participated at the meeting, part of a two-day meeting of Theatre Owners of North and South Carolina and called by the president of the organization to coincide with the Workshop date. A highlight was the third appearance of the youngest exhibitor to serve on any of the MGM panels. He is Joseph Jarvis, Gilbert Stuart, Riverside, R. I., whose theatre is advertised, in his words, "on every dollar bill you carry" via the Gilbert Stuart unfinished Portrait of George Washington. The Charlotte meeting attracted an estimated attendance of 300, according to MGM's branch manager, Jack ReVille. Drive-In panelist was David Cheatham, owner and operator, Moon-Glo Drive-In, Pulaski, Tenn. Assisting ReVille was assistant branch manager R. L. "Dick" Huffman, salesman Barney Ross, and C. L. Autry; bookers Frank Savage, Walter Thomas, Amos Boyette, Jr., Earl Blake, and Bobby Lynch; and office manager Hugh McDonald.

Mrs. Margie Thomas, Queen City, states that the new O'Neal Drive-In, Society Hill, S. C., was opening and the owner is G. C. O'Neal. . . . In buying and booking were Jack Moore, Skylite Drive-In, Saw Mills, N. C. . . . Cliff Allgood, Norlina, Norlina, N. C., is reopening this theatre.

The screening for "A Man Called Peter" was held at the Carolina for exhibitors and guests. . . . Paul Wilson was in visiting J. E. Holston, branch manager, 20th-Fox.

Herbert Robinson, new salesman, Beuna Vista, was on a trip through northern North Carolina contacting exhibitors. . . . Gene Gregory, booker, United Artists, was visiting relatives in Catawba, N. C.



Florida's Governor Leroy Collins recently signed a proclamation on behalf of MGM's celebration sponsoring "Go To The Movies" month and seen in the Governor's office at Tallahassee are, left to right, French Harvey, Florida State Theatres' publicist; Collins; Jerry Gold, president, Florida Theatre Owners; and Fred G. Hull, resident manager, MGM, Jacksonville.

Jacksonville

Florida State Theatres News: Up for a day from Miami, Fla., was Howard Pettengill, advertising chief, South Florida district. . . . Harry Clarke has succeeded Bill Douglas as accessories manager, announced Robert R. Harris, head of theatre concessions. . . . Bob Greenleaf, Florida assistant, is back after a bout with the measles. . . . Bob Corbit, Orlando ad man, was here on a combined business and pleasure trip. . . . Marjorie Roberson, booking department, and her husband, who is back after a hitch in the Navy, have moved into a new home.

Al Horton, present manager, Orlando Drive-In, is expected to manage the new Colonial Plaza Drive-In, scheduled to open in mid-April as part of the Dixie Drive-In Circuit. . . . Roy Smith has moved his local theatre popcorn and candy concern into a new location at 365 Park Street. . . . Tom P. Tidwell, 20th-Fox branch manager, said that Florida and south Georgia now have a total of 362 theatres equipped with CinemaScope.

Confined to an Orlando, Fla., hospital by a sudden illness was Mrs. Vernon Hunter, wife of the former FST city manager there. . . . Nearly 1,000 invited guests turned out to attend a north Florida advance screening of 20th-Fox's "A Man Called Peter" at the invitation of Tidwell, branch manager, and Myron Eichler, exploitation man from New York. . . . A WOMPI luncheon attended by more than 50 industry women heard a brief address by Jack Wiener, MGM publicist. . . . Here from New York for promotional campaigns on "Gangbusters" was Jack Schliefer, Selected Pictures. . . . Carroll Ogburn, Warners branch manager, was catching up on his desk work after trips to New Orleans and Miami. . . . Conferring with "Buck" Robuck, head, local UA office, was Byron Adams, UA branch manager, Atlanta.

Memphis

The board of censors has banned Columbia's "The Bamboo Prison" for the second time. The second viewing and second consideration was at the requ's' of the film company.

Ben Bass, owner, Rosewood, is the father of a new son. . . . J. A. Prichard, Dallas, and Jim Bannan, publicity, were in town for advance publicizing of Allied Artists' "The Big Combo," which opened at Loew's State. . . . Yvonne De Carlo is scheduled to appear to tell the public about her latest film, Allied Artists' "Shotgun," which will play the Malco. Other possible stars to accompany her are Zachary Scott, Sterling Hayden, and Rory Colhoun, writer of "Shotgun."

"Martin Luther" opened at the Crosstown for its first popular price run. . . . Jack Katz, owner, Ritz, was guest speaker at a meeting of the Better Flms Council. Katz states that "foreign films are more adult than ours," and, asked to explain the definition stated, "it's a film the average child or adolescent would fail to understand or appreciate."

On the Row were Mrs. Faye Lamb, Ritz, Reyno, Ark.; Mrs. Jack Watson, Palace, Tunica, Miss.; Joe Davis, Delta, Ruleville, Miss.; Gene Boggs, Joy, Hayti, Mo.; Nate Reiss Gem, Covington, Tenn.; Bart Gray, Grayco, Jacksonville, Ark.; Zell Jaynes, Maxie Trumann, Ark.; J. K. Jameson and J. K., Jr., Joy and Ken, Bald Know and McCrory, Ark.; Ben Huffer, Clinton, Clinton, Ark.; Victor Webber, Center, Kensett, Ark.; Roy Dillard, Dillard, Wardell, Mo.; Moses Sliman Lux, Luxora, Ark.; Anne Knoble, Temple, Leland, Miss.; and Henley Smith, Imperial, Pocahontas, Ark.

New Orleans

Dan Brandon, general manager, Transway, Inc., rates a thank you for a three year renewal subscription to MOTION PICTURE EXHIBITOR. . . . The Women of the Motion Picture Industry chorus at long last has a home. Carl Mabry, president, MPA, has given them the use of the company's air-conditioned projection room. . . . Horace Fall, H. R. Fall buying and booking service, Dallas, purchased the Red River Drive-In, Texarkana, Tex., from Mrs. Ruth Ketchum. Despite the new owner's request to have the account transferred to Dallas, no immediate change is anticipated, and Joel Bluestone, New Orleans buying and booking agency, will continue to handle the buying and booking.

Irving Blache, local movie cameraman, completed shooting sequences for Jack Webb's picture, "Pete Kelly's Blues," and a celluloid coverage for 20th-Fox Movietone News of the recent Inter-American Investment Conference at which Eric Johnston, president, Motion Picture Association of America, was the featured speaker. . . . Larry and Barney Woolner, Woolner Brothers Theatres, and Rebel Productions, attended the recent Texas drive-in convention in Dallas. . . . Wishes for a speedy recovery to Leroy Adams, Joy's Theatres accounting department, who is bedded at Hotel Dieu, distressed with respiratory trouble.

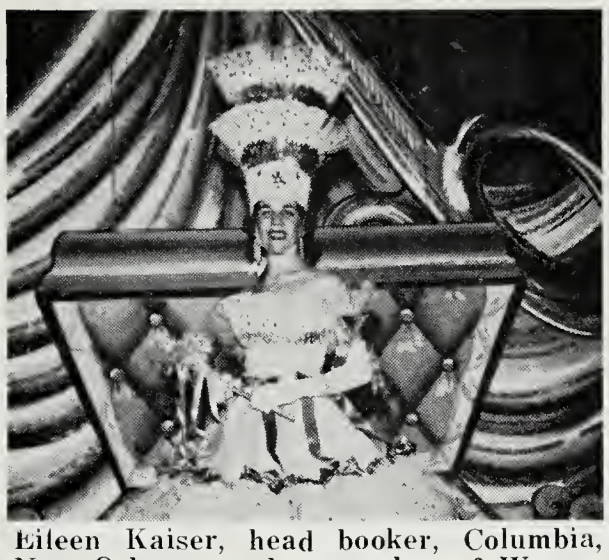
Producer Joe Pasternak was in town in connection with the opening of his latest "Hit The Deck," Loew's State. . . .

Here for a day for advance publicity for UA's "The Purple Plain" was Win Min Than, whose visit included radio and television appearances, interviews, and photographs by newspapers. Her escort was Addy Addison, UA publicity representative, and Frances Kaplan, New York fashion coordinator, who is traveling on tour with the star. . . . Also in town for a brief stay was Bob Hope, enroute to Palm Beach, Fla., for a benefit. . . . Chief Ben American Horse and his granddaughter, Princess Darlene Rooks, also made the town, decked out in full regalia, buckskin, fringe, beads, war bonnet, feathers and drums, to whoop it up for the Joy attraction, U-I's "Chief Crazy Horse." . . . Emile Savini, New York, Astor representative, was in attending to business and visiting friends and relatives.

Thank you, Shaffer and Kemp, distributors of popcorn and popcorn supplies, for your three year renewal subscription to MOTION PICTURE EXHIBITOR. . . . Alex Mailho, UA manager, checked in after a four day trip in the territory. . . . Floyd Harvey, Buena Vista's field representative, was here from headquarters in Memphis before continuing his trek in the territory. . . . Thank you Al Boneno, Columbia salesman, for your renewal subscription to MOTION PICTURE EXHIBITOR. . . . George Y. Harrel, manager, Manley, was a Jackson, Miss., business caller. . . . Thank you, Joy N. Houck, Joy's Theatres, for your renewal subscriptions to MOTION PICTURE EXHIBITOR, and also to Harold Shambach, Joy's Theatres office manager. At the March lunch-meeting of the Women of the Motion Picture Industry, Mrs. Ora Johnson related the necessary factors and advantages of compiling comprehensive scrap book in chronological order and elucidated by means of photographs. . . . John Kenlo, veteran exploiteer, has added Hallmark's "Half Way To Hell" and "Karamoja" to his list for exhibitions in the New Orleans and Memphis territories.

April 2 was slated for the permanent closing date of Southern Amusement's subsequent run, the Acadia, Crowley, La. . . . Biney J. Marcantel, manager, Pelican Drive-In, Jennings, La., has taken over the operation of the Pat in that town from Albert B. Gilbeau. . . . George Pabst, UA's district manager, visited the Dallas branch.

John F. Kirby, Warners southern division sales manager, presided over a two-day sales meeting of company's southeast and southwest district at the Roosevelt Hotel. Discussions of Warners forthcoming spring and summer releases highlighted the conferences. Attending were W. O. Williamson, Jr., southeast district manager, and branch managers C. T. Jordon, Jr., Atlanta; Grover Livingston, Charlotte; Carroll Ogburn, Jacksonville; and Luke Connor, New Orleans; southwest district manager Ed Williamson and branch managers H. C. Vogelpohl, Dallas; Joe S. Young, Memphis; and Don Tullius, Oklahoma City. Also present are branch sales managers Jack Kirby, Charlotte, and J. C. McCrary, Dallas, and W. B. Langston, assistant branch manager, Atlanta. Home office executives attending included Edward E. Hinchy, head of playdate department; Robert A. McGuire, auditor of exchanges; and Charles Bailey, assistant to short subjects general sales manager Norman H. Moray.



Eileen Kaiser, head booker, Columbia, New Orleans, and a member of Women of the Motion Picture Industry is here seen in the regalia as "Queen of Carthage" during a Mardi Gras ball at the Auditorium recently.

The thieves who broke into several exchanges and places on Film Row, getting away with minor items, returned and really plundered National Theatre Supply, getting away with a typewriter, adding machine, coin machine, slide machine, film splicer, and several boxes of spot and flash lights

Reports are that E. A. Pittman and Associates purchased the Cave Tangi Drive-In, Ponchatoula, La., from Dallas Woods. The new owners also operate the Ritz, Hammond, La. . . . Visiting at Joy's Theatres headquarters were Joy's field representative Jack Pope, Rayville, La.; Alec Rosenthal, Alexandria, La., associate in Midway Drive-In, Opelousas, La.; and Jack O'Quinn, associate in Joy-Oke Theatres, Gueydan, Welsh, and Kaplan, La.

A pleasing crowd added to the Women Of The Motion Picture Industry's service fund by attending the club's sponsored book review at the New Orleans Hotel. The price of admission was $1 per person. Mrs. C. C. Hensen, inimitable reviewer and elocutionist, reviewed the current best seller, "View from Pompey's Head," by Hamilton Basso.

The local WOMPI unit awarded Mrs. Ora Johnson first prize for an appropriate design for a national insignia. Lillie Bourgeois was chosen as second best. The designs were sent to the national committee for consideration by national president Verlin Osborn, Dallas, along with those submitted by other chapters for the final selection. . . . Drive-ins scheduled for early April reopenings are McLendon's Hub, Monroeville, Ala., and the Starvue, McKenzie, Ala., and Donald B. Fiske's Lake, Lake Providence, La.

Manley's district manager John Saunders was here from Memphis. . . . T. M. Miller shuttered the Elizabeth, Elizabeth, La., because of the economic condition in that town and vicinity, results of the off and on mill strikes during the past three years. . . . Harold "Babe" Cohen announced the release of Howco Productions' latest, Kentucky Rifle," which will have its world premiere here on May 1 and and a two week territory-wide saturation coverage, which Lippert Pictures of Louisiana have booked. Also 80 prints will be used for presentations in Louisiana, Mississippi, southwest Alabama, western Florida, and the city of Texarkana. A special campaign will soon be launched which will cover the wide range of newspapers, billboards, public conveyance, and wall placards and radio advertising with Chill Wills, Lance Fuller, and Cathy Downs, stars of the movie, in person here and in some of the other large cities.

Ernest V. Landaiche, Biloxi, Miss., exhibitor rates a thank you for his renewal subscription to MOTION PICTURE EXHIBITOR as does Cecil Howard, who operates a buying and booking exchange which bears his name. . . . Francis Johnson, Navy Point, Pensacola, Fla., visited with his buyer and booker, J. G. Broggi, as did M. A. Berenson, State and Redwood, Bogalusa, La., and Gene Calongne, Bell. . . . Bill Murphy, Jr., pilot of Southeastern, was on a business trip in the territory. . . . Ike Katz, president, Kay Film Exchanges, was in town from headquarters in Atlanta.

Mrs. H. B. Millet sold her interest in the Moonlite Drive-In, West Long Beach, Miss., to Luther and Eual Woodfield. . . . Grand Island, La., is again left with one theatre, Frank Smith's Grand, since the closing of Tony Marullo's Rendezvous. . . . Mrs. Maureen Hobson again operates the Lynne, Brandon, Miss., which for the past six months was under the management of Maurice Joseph, who operates the Grand, Jackson, Miss. . . . Larry Wooler left for Kansas City and other points west in the interest of "Naughty New Orleans," reported to be doing good business.

Valerie Benson is back at Southern Theatre Service as secretary and booker. . . . Among members of the industry who attended the funeral of Gordon Ogden, Baton Rouge theatre owner, were New Orleanians William Cobb, president, Exhibitors Poster Exchange, and C. J. "Jimmy" Briant, MGM manager, and Joseph Barcelona and Roy Pfeiffer, Baton Rouge, La.

Jimmy Boyle, Columbia's publicity director, stopped briefly enroute from Houston to Baton Rouge, where he worked on the advance of Cleo Moore's personal appearances in connection with "Woman's Prison."

UA's southern district manager, George Pabst, and branch manager Alex Maillho attended the company's three day division, district, and branch personnel sales convention under the direction of home office officials William J. Heineman, distribution vice-president; Max E. Youngstein, vice-president in charge of advertising, publicity, and exploitation; and B. G. Kranze, general sales manager, who outlined UA's "Blueprint for Tomorrow," a new selling program.

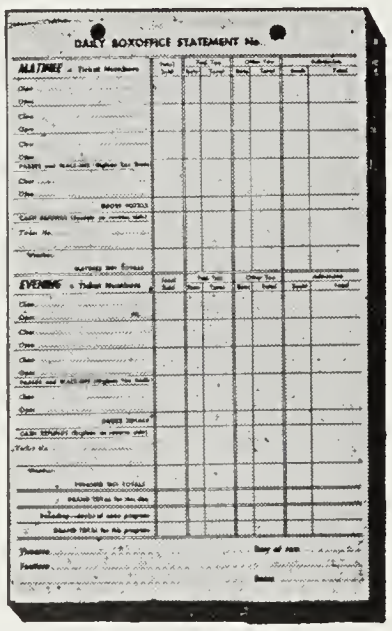
Floyd Murphy, Exhibitors' Service, Alexandria, La., was here to confer with Bob Wiegand, Commerce Pictures, regarding their new attraction, "Let's Go To The Races." . . . James Smith, new owner, Mayvel, Sandersville, Miss., advised Transway that operations have been shut down temporarily.

Mrs. Claire Tremorel, UA booker, is kept quite busy after office hours assisting her hubby recovering theatre chairs. The Tremorels operate under the title Trenola Company, specializing in upholstering and caning. . . . Two new drive-ins are slated for April opening, H. H. Moreau and George Rabalais' Tiger, Marksville, La., and Hector Naquin's Lane, Arnaudville, La. . . . Prophit and Hinckle's Star Drive-In, West Monroe, La., reopened recently. . . . William Cobb reported suspending operation at the Joy Drive-In, Minden, La., to recondition the screen tower, which was blown down by a violent wind storm.

Floyd Murphy, in from home base, Alexandria, La., said that he and Bob Wiegand are busily engaged in the sale and booking of the series of 26 "Go To The Races," produced by Commerce Pictures, headed by Wiegand. . . . Milton Dureau, president, Masterpiece Pictures, announced that he made a distributor's deal for "Iriquois Trail" and "Davy Crockett, Indian Scout," for immediate release. . . . C. J. "Jimmy" Briant, MGM manager, was in Washington for a district managers, meet at which Rudy Berger presided. Handling of new product was primarily discussed.

BOX OFFICE STATEMENTS

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Harry Botwick, center South Florida supervisor, Florida State Theatres, recently presented an armful of roses to Win Min Than, Burmese co-star of UA's "The Purple Plain," as she arrived at the Miami International Airport for a round of public appearances in connection with the opening of the film at these FST houses, the Paramount Miami; Sheridan, Miami Beach; and Coral, Coral Gables. On the left is an official greeter, decked out in appropriate Asiatic attire.

Patricia Smith and Judy Badeaux, Pittman Theatres, are the newest members of Women of the Motion Picture Industry club. . . . The business highlights of Allied Theatre Owners Convention of Gulf States, held at the Edgewater Gulf Hotel, included talks and discussions on toll-TV, product shortage, exorbitant Film Rentals, print shortage, and declining theatre attendance. Among the speakers were RKO officials Herb Greenblatt, sales manager, and Dave Prince, southern division manager, and Julius Gordon, member of the national toll-TV committee.

Florida

Miami

Ginny Wallace, Wometco main office, was bid farewell by fellow workers when she left to continue her studies in Europe. . . . Plans for two new huge drive-ins, each with a 1,000-car capacity, were disclosed by George Hoover, former district manager, Florida State Theatres here. Hoover is international chief barker for Variety Clubs. One of the drive-ins would be located in North Dade county and the other in South Dade. Applications for rezoning were to be considered by the county zoning board this week. Hoover left Florida State Theatres last March after 17 years with that chain. He said that the estimated total investment in the two proposed drive-ins would be $500,000. If the rezoning is approved, work will begin within a few weeks and the two theatres will open in the fall. They will be operated by a firm to be known as Hoover Enterprises. Hoover indicated that he has backing from an out-of-state theatre organization. . . . Members of the Wometco Old Guard organization held a combination party and business meeting at the Variety Club headquarters.

Special ceremonies on stage, including music of the Hillsboro High School band, marked the opening at the Palace, Tampa, Fla., of "The Long Gray Line."

Louisiana

Shreveport

The screen tower of the Joy Drive-In, Minden, La., was blown down by high winds resulting in damage of approximately $14,000. Also damaged by the storm were the theatre concession stand and many of its loudspeakers. The drive-in is owned and operated by Mrs. Ruth Cheshire. She said that the loss is partially covered by insurance.

Mississippi

Jackson

Chairman Earl Evans, Jr., State Finance Committee, announced the Senate had passed a bill which places a three per cent tax on theatre admission tickets. The House had set a special rate of five per cent on chain picture shows, which is under court attack as discriminatory.

North Carolina

Durham

The Winston-Salem and Robin Hood drive-ins, near Winston-Salem, N. C., asked the Forsythe County Commissioners to take over the job of setting the hours on which motion picture houses and drive-ins are to operate on Sunday. Under current law, Sunday movie hours in rural Forsythe County are established by a special state law and prohibits Sunday showings except between the hours of 12:30 p. m., to 6 p. m., and 9 p. m., to midnight. The two drive-ins unable to operate during daylight hours, want to open earlier in order to have time to get in two shows. Attorneys for the drive-ins told the board that drive-ins in adjacent counties are taking away much of the local Sunday trade by opening as soon as the sun goes down.

Madison Outdoor Theatres, Inc., Marshall, N. C., has obtained a certificate of incorporation from the North Carolina secretary of state. The firm has authorized capital stock of $50,000, with the incorporators being L. B. Ramsey and J. C. Dodson, both of Marshall, and Zeno Ponder, Alexander, N. C.

Someone fired an air rifle at the ticket booth at the Imperial, Asheville, N. C., breaking the glass, according to manager Frank LaBar. It was believed that a small boy fired the BB pellet from a passing automobile. Miss Katherine Sentz was on duty in the booth at the time.

South Carolina

Charleston

Completely remodeled, with CinemaScope equipment installed, the Seabreeze Drive-In has reopened for the season.

Tennessee

Chattanooga

Again this year pre-Easter noon services were held at the Tivoli.

NEWS OF THE Territory

BRANCHES

Cincinnati

Milton Gurian, Allied Artists branch manager; Phil Gelb, booker; and salesmen Frank Decker and Manny Naegel attended a company sales meeting and exhibit in Detroit. . . . James S. Abrose, Warners branch manager; Phil Fox, Columbia branch manager, and Herbert J. Gilles, Paramount branch manager, were in Springfield, O., on business. . . . John Eifert Warners sales manager, was in West Virginia cities. . . . Robert McNab, 20th-Fox branch manager, attended special screenings of "A Man Called Peter" in Dayton and Columbus, O. These and other special screenings in Charleston, W. Va., and Lexington, Ky., drew rave comments from the audiences composed mostly of religious leaders. . . . Morris Lefko, RKO district manager, was in.

News notes from the Chakeres Circuit, Springfield, O., are that general manager Frank Collins and family are enjoying an Easter holiday vacation in Florida. . . . Gene Lutes, Frankfort, Ky., district manager, has returned with his family from a Florida vacation. . . . Harry Honachick formerly with Loew's, New York, is now manager, State, London, O., replacing Robert Rowland, transferred to the Logan, Logan, O. . . . Clay Hadley has returned to manage the Hocking Drive-In, Logan, O., which opens April 9 with a new large screen. . . . Melody Cruise-In, Springfield, O., opens Easter week with a new 100-foot screen and other improvements, including extensive beautification of the grounds. . . . Lake Drive-In, Celina, O., also reopens Easter week. . . . All Chakeres houses will stage kiddie matinees on Easter Monday. . . . Annual car giveaway of the circuit is off to a good start, first prize at the Springfield, O., houses being a Packard. Jack Frazee, district manager, Urbana, O., worked so hard on contest details that he became ill and will have to slow down for several weeks. . . . Warners "Battle Cry" broke all records at Chakeres houses in Greenville and Xenia, O. . . . Ray Frisz, Chakeres office staff, spoke on importance of the theatre in a community at a dinner meeting of the Hillsboro, O., Lions Club.

Don Reda, London, Ky., exhibitor, passed out cigars along Film Row for a son, Philip. . . . Warners' "Battle Cry" was in its sixth week at the Victory, Dayton, O. . . . Jack Quigley is new head booker, U-I. . . . Louise Strouffer, Paramount accounting department, has a new Plymouth. . . . National Theatre Supply has furnished equipment for a new drive-in at Manchester, Ky., owned by G. D. and Jett Saylor; Adair Drive-In, Columbia, Ky., O. G. Roden, owner; new screen and speaker equipment in the Salem, Dayton, O.; and Cinema-Scope equipment in the Cameo, Columbus, O., Neff Circuit, owner.

Recent heavy wind and rain storms in this area were reported to have done only minor damage to drive-ins. Mrs. Manny Dweyer, manager, Chakeres Celina, O., suffered cuts and bruises when she was blown off the sidewalk while enroute to the house. . . . Sentenced in 1953 on a charge of embezzling $5,700 from the Nabe Valley, which he managed, Lloyd Dahlheimer will be paroled May 4 from the London Prison Farm. . . . Herman J. Bley, for 30 years owner, former Valley, suburban Westwood, prior to 1941, died. He was former treasurer, Motion Picture Exhibitors Association.

Cleveland

The 3,300-seat RKO Palace was filled to capacity for a 9:45 a. m. invitational screening of "A Man Called Peter" held in spite of a 75 mile per hour gale that made walking as well as motoring a hazard. Guests of 20th-Fox were members of churches of all denominations, club groups, and educators, who were loud in praise of the picture which will be presented at the Palace. To take the crowd, manager Max Mink had to open the seldom used balcony. . . . Cleveland was by-passed on March 28 when theatres throughout the country presented a special CARE benefit show on a closed TV national hook-up. The contract with Loew's State was cancelled, as were similar contracts in the cities of Pittsburgh and St. Louis.

Heavy wind storms damaged slightly four drive-ins in this area delaying their openings. Affected are the East Side Drive-In, here; Mid-City Drive-In, Harrisburg, O.; Twilite Drive-In, New Philadelphia, O.; and the Belvedere Drive-In, Painesville, O. . . . George Delis, who recently concluded negotiations for the sale of his East 30 Drive-In, North Canton, O., flew back to Athens, Greece, to join his wife and son. A new Buick will follow through slower channels. . . . Max Mink, RKO Palace manager, has booked "Peter Pan" for a return engagement starting May 2.

Cleveland Variety members scheduled to attend the forthcoming national Variety convention include chief barker Jack and Mrs. Silverthorne, Irwin and Mrs. Shenker and Leonard Greenberger, manager, Fairmount, and his wife. . . . Sylvan Goldfinger, general manager, Scheftel-Burger Circuit, was here for a day's visit with Hippodrome manager Jack Silverthorne.

Herbert Ochs, head, Ochs Drive-In Management Company, is back from Florida and already deep in drive-in operations, in anticipation of getting his Canadian theatres open shortly. He is also supervising construction of the new Pearl Road Drive-In, in which he and others are associated. Sons Jack and Jim were in Canada booking for the north-of-the-border houses. . . . Steve Nolawski has decided to call it a day at the sub-run Hough-79th Street. Just not enough business to warrant the effort. . . . Frank Murphy, Loew's division manager, and Mrs. Murphy are looking forward to flying to Ireland in a month or so to acquire a baby sister for her son Michael, who also hailed from the Emerald Isle.

Basking in the limelight of Academy Award nominations, exhibitors in this territory have been re-booking "Caine Mutiny" and "On the Waterfront." Some played them on a single bill, while others dualled them. . . . In Steubenville, O., the Olympic, longtime closed, has reopened. And also in Steubenville, O., Marvin White, contrary to previous reports, is still in charge of the management of the Constant estate houses. . . . Abe Kramer, Associated Theatres, literally flew in and out of town. He arrived to transact some business and left again to return to his winter Florida home.

The Variety Club benefit show for the Cerebral Palsy Foundation School, of which it is a sponsor, ran into tough luck. It was held in the Fairmount the day of the big 75 MPH blow, bringing snow and ice in the evening. Advance ticket sale at $5 for patrons and $1 for general admission was pretty good, but has not been totaled up as yet.



Attending the recent 20th-Fox promotional program meet in Detroit recently, in connection with the ad campaign on "A Man Called Peter" were, left to right, Milt Herman, Cohen Theatres; Henry Caponi, Butterfield Theatres; Walter Morris, Butterfield Theatres; Floyd Chrysler, Chrysler Booking Service; Jack Haynes, United Detroit Theatres; J. J. Lee, Detroit branch manager, 20th-Fox; Lou Rosenfeld, manager, Lucon, East Lansing, Mich.; Dillion Krepps, United Artists Theatre, Detroit; Sol Gordon, 20th-Fox; Lou Mitchell, Kilbride Theatres; Bob Buermele, General Theatres; James Sharkey, Co-operative Theatres; Bob Gilfert, Life; William Arnoldy, American Weekly; Alice Goreham, United Detroit Theatres; Jay Hammen, Parade; and Bill Wetsman, Wisper and Wetsman Theatres.

Dick Wright, Stanley Warner district manager; Joe Weinstein, district booker; and the office personnel have moved from their Allen mezzanine office space to the 10th floor of the Carnegie Hall Building. . . . Frank Masek, National Theatre Supply branch manager, closed a contract with John Dempsey to install all Simplex projection equipment in the new Starlite Drive-In which Dempsey is building in the Toledo, O., area. NTS is also putting up a new screen tower for Fred Leone at the Belvedere Drive-In, Painesville, O.

Easter Sunday will be a day of great rejoicing for Sam Fritz, manager, Hilliard Square, and his wife when his three and one-half year old daughter, Rebecca, crippled since birth, but now able to talk and walk alone, will come home for a few days from the Rosemary Home for Crippled Children.

Rube Perlman, associated with DCA, was a local visitor. . . . Thomas W. Ivins, 65, longtime projectionist, Esquire, Toledo O., prior to his retirement six years ago, died in St. Vincent's Hospital, Toledo, O. Death also came to Mrs. Fronia Sexton, former Irontown business woman and theatre owner.

The City Council of Port Clinton, O., heard an appeal of the Clinton to repeal the local three per cent admission tax and then voted four to three to table action in order that the enforcement of the ordinance might be reviewed. It was maintained that the ordinance has not been regularly enforced. The Clinton claims that it paid about 94 per cent of the total $2,500 collected. The remaining six per cent came from admission taxes at school functions. . . . Jim Levitt, U-I city salesman, was in St. Vincent's Hospital for minor surgery. . . . Roy Gross, owner, Stillwell and Bedford, Bedford, O. returned from Florida.

Detroit

Lunch was held for the trade at the Sheriton-Cadillac with Morey Goldstein, general sales manager, and president Steve Broidy, Allied Artists, discussing the problems of product facing the exhibitors and what AA proposes to do about them. . . . Launching of the drive-ins of the area proved too soon with 85 mile winds and drifting snows all week practically closing them. Indoor business also suffered from adverse weather.

The Broadway Capitol did so well with "The Creature from the Black Lagoon" that it was chosen for the world premiere of "Revenge of the Creature." at a midnight opening the first 12 patrons were given the scaley mitt of the gill man to shake. A pretty nurse to revive faint hearts added the right touch of hokum to the spectacle. . . . Jim Sharkey, Cooperative Theatres buyer, is back from the south, as are Carl Shalit, Warners; Joseph Uvick, Flint, Mich.; and Louis Kempa, Essexville, Mich. . . . Bernard Samuels, Affiliated Theatres, has been in Harper Hospital. . . . Kal Bruss, MGM, has been speaking, first to the Optimist Club, Scottsville, Mich., and later at the



Chief Ben American Horse, cousin of Chief Crazy Horse, and his granddaughter, Princess Darlene Rooks, who are touring key cities on behalf of U-I's "Chief Crazy Horse," are seen on their recent visit to the Broadway Capitol, Detroit, with manager Dick Sklucki.

Lions, Barrien Springs, Mich. Cliff Perry, also of MGM, spoke to the Kiwanis, Milan, Mich. . . . E. B. Dudley, who managed the now closed Garden, is in University Hospital, Ann Arbor, Mich. While he's laid up, Mrs. Dudley will go back to school teaching. . . . A July honeymoon is planned by MGM bookkeeper Antoinette Kowalcyzk and Richard Piasecki. . . . And it's "Go to the Theatre" month in Scottville as the Four Star and Glenn Wallace celebrate their 23rd anniversary.

Indianapolis

The Indiana, Wabash, and Liberty, Terre Haute, Ind., will in the future be operated by the Fourth Avenue Amusement Company, Louisville, Ky. The Alliance Circuit will continue operating the Orpheum, State, and Grand, Terre Haute. . . . The Palace, Forth Wayne, Ind., closed its doors. . . . The Marion, Auburn, Ky., has been taken over by W. T. Sledge. . . . Harry Ziegler this season will operate the Mechanicsburg, Mechanicsburg, Ind. . . . A screening of "Man Called Peter" was held at the Indiana for various church organizations and federations.



Coming appropriately enough during Brotherhood Week was the recent Scottish reunion and premiere festivities for Republic's "Trouble In The Glen," Squirrel Hill, Pittsburgh. Earl Gordon, member of the Hebrew faith, and a native of Canada, manager of the theatre, was made an honorary member of the Clan Gordon. Seen, left to right, are Gordon receiving his citation from Adolphus Erskine, deputy royal chief, Order of Scottish Clans, as Bill Flick and Jennie Knight, who performed with a piper band, look on. Tea and special Scottish cookies were served to patrons, who also enjoyed a unique program of authentic Scottish dancing on the stage.

Moe Esserman closed his Screen Classics Exchange. Moe is going to Louisville, Ky., to assume the managership of the East and Dixie Drive-Ins. . . . Murray Baker, representing IFE, is calling on local and nearby exhibitors.

During a storm, the screen at Irving Tamler's Moonlite Drive-In near Fountaintown, Ind., was wrecked. . . . Jim Morin is the new manager of Mat Scheidler's Hartford City theatre. Don Mott, formerly assistant manager, Emerson and Rivoli, has been named manager, Cantor Circuit's art house, the Esquire.

Gustav G. Schmidt, 90, retired pioneer theatre owner, died in his home. He owned and operated one of the city's first motion picture houses, the open air Atlas, the Stratford, and the Crystal. . . . The Shrine circus had a four-day paid attendance of 88,000, according to Cecil Byrne, Murat potentate. Byrne claims that was the largest four-day paid attendance in the history of the State Fair week. . . . Mrs. Ida Ratcliffe will take over neighborhood houses in Terre Haute, the Swan and Idaho, From Y. and W. Circuit.

Matie Shipright is the new secretary, Allied Artists, succeeding Laura Hyatt, resigned. . . . Barney Brager, branch manager, Republic, attended a sales meeting in Chicago. . . . Jimmy Franklin, office manager and head booker, Republic, reports the arrival of a baby boy. . . . Manager Ed Spiers, and salesman Lou Siebert attended a sales meeting of Allied Artists at the Blackstone Hotel. They were also invited to witness the screening of "An Annapolis Story" with prominent exhibitors; circuit buyers and bookers; Steve Broidy, president, Allied Artists; and M. R. Goldstein, general sales manager.

Pittsburgh

The Miami, Springfield, Pa., was taken under lease by Joe and Molly Mulone, who own and operate the Cheswick, Cheswick, Pa. . . . John Harris, local showman, stated that he and his wife, Donna Atwood will soon retire from active duty in show business. . . . The marquee, attraction sign at the Roof Garden Drive-In, Somerset, Pa., was damaged in a rain and wind storm, and the screen tower of the Airway Drive-In, Meadvi le, Pa., was leveled by heavy winds.

Giant Eagle Super Markets staged a tieup with the Fulton for "Man Without A Star." Prizes included a week-end vacation for two in New York, a 25-point carat diamond, a three month pass for the theatre, and 15 complimentary tickets, winners to be announced April 15. . . . Sun-Telegram classified section staged a contest to find names of famous West Pointers hidden in the want-ads as a tieup with the Harris and Columbia's "The Long Gray Line," three winners to

receive savings bonds totaling $100 plus 100 guest tickets.

Bill Shirley, veteran showman from upstate New York, now press agent, was in beating the drums for four coming UA releases in this area. . . . The Harris Amusement Company is planning quite a time to mark the golden anniversary of the five cent movie house, forerunner of the Harris Circuit of today. The theatre originally opened in 1905.

Horace Adams, regional vice-president, Allied MPTO, is also the owner, Ascot race track near Akron, O. . . . Terry Turner, former RKO exploiteer now in business for himself, was in and then had to fly out to Seattle. . . . Norbert Stern, who heads Associated Drive-Ins, planned the city's first twin screen outdoor theatre. Car capacity would be between 1,800 and 2,000. The site picked out lies off Route 51 within the city limits.

Don and Tony Mungello, owners-operators, Mary Ann, Burgettstown, Pa., have named their new outdoor theatre the Tri-State. They have leased the concession stand of both their indoor and outdoor house to the Berlo Vending Company. . . . Stanley Warner circuit honored Sid Newman at a farewell dinner in the Oliver restaurant.

James Downey, aide, Hazelwood, was ambushed and beaten by thugs. He was taken to the Homestead Hospital and told authorities that three teen-agers, who he had ejected from the theatre, ganged up on him. . . . Nat Rosen is now the local 20th-Fox manager, replacing Al Levy, who was transferred to Boston in the same capacity. Rosen comes from the Albany branch. . . . Bud Rawson, who formerly operated the Best, Edinboro, Pa., and is now the owner and operator, Super 19 Motel, near Mercer, Pa., is branching out in the field and will soon start to build another motel in the same area.

Max and Martha Shugold recently celebrated their 19th wedding anniversary. Together they own and operate the Crown Film Exchange. . . . Abe Joseph, Triangle, recently lost his mother. . . . Dennis Buskin, Aris, Erie, Pa., has started a country store giveaway every Tuesday evening and a bank nite on Saturday evening. . . . Theatre owner Charles Mervis and his wife celebrated their 33rd wedding anniversary.

Variety Club appointed a committee to consider a suitable memorial for the late Rosey Rowswell veteran radio baseball announcer and Variety Club member. . . . Gable, Sharon, Pa., is now operating two changes a week. Wampum, Wampum, Pa., one change; Best, Edinboro, Pa. two changes; and Koppel, Koppel, Pa., is closing.

Rustic Drive-In, Norvelt, Pa., reopened and announced a $2,500 Prizorama with Greensburg merchants cooperating in a 15 week prize drawing contest. Merchants are awarding coupons with each $1 purchase. The 16 prizes include a 1955 Plymouth, TV set, living room suite,



A prospective entrant recently stopped in the lobby of the SW Stanley, Pittsburgh, to ask manager Charles K. Eagle how she could qualify for the all-out search for "Miss Battle Cry," sponsored in connection with Warners "Battle Cry" in a tie-in with the Bill Brandt TV show. The winner was flown to Atlantic City, N. J., for an all expense paid week's vacation.

bicycles, etc., plus 300 gallons of Atlantic gasoline and 25 gallons weekly for 14 weeks from the Wendon Oil Company. The Rustic is owned and operated by Mr. and Mrs. Bernard H. Bychheit, he being the former general manager, Mike Manos Theatre Circuit.

The following drive-ins have opened for the early spring season, Skyway and Geilbels, Butler, Pa.; Hilltop, Butler, Pa.; Blue Dell, Route 30; Brookside, Sewickley, Pa.; Colonial, Route 51; Greater Pittsburgh, Route 30; Mount Lebanon, Route 19; Rainbow Gardens, McKeesport, Pa.; Silver Lake, Franks-town, Pa.; South Park, Route 88; Super 30, Route 30, Irwin Pa.; Super 71, Belle Vernon, Pa.; Sunset, Freeport, Pa.; Elkins, W. Va.; Starlight, Belington, Va.; Warner Skyline, Clarksburg, W. Va.; and Twilight, Fairmont, W. Va.

Al Levy, branch manager, 20th-Fox, is being transferred to Boston as branch manager there. Leo Rosen takes over as branch manager here, coming from the same capacity in Albany. . . . Arthur Levy, former branch manager, Columbia, recently became a benedict in Detroit, where he will supervise a number of unemployment offices.

Peggy Nordquist, wife of Al Nordquist, Galeton, Pa., exhibitor, is recuperating



Manager Elwood Jones, RKO Palace, Cincinnati, recently had a "killer" car out as street bally on Warners' "New York Confidential" and offered free rides to the theatre to anyone wishing to accept the invitation.

Censor Hearings Shoot for Law

COLUMBUS—Hearings are being conducted on three pro-censorship bills by a seven-member sub-committee of the Ohio House of Representatives judiciary committee, in an effort to whip into shape a censor law which will pass constitutional tests. E. G. James, Republican, Caldwell, is chairman of the sub-committee, and members include John J. Chester, Jr., R., Columbus; Robert E. Zeller, R., Zanesville; Robert F. Groneman, R., Cincinnati; Thomas O. Matia, D., Cleveland; Miss Frances McGovern, D., Akron; and Gilbert Bettman, R., Cincinnati.

The bills under consideration include a Lausche-backed measure sponsored by Jesse Yoder, D., Dayton; John J. Conway, D., Cleveland; James P. Kilbane, D., Cleveland; and Charles W. Whalen, Jr., R., Dayton; another co-sponsored by Andrew Putka, D., Cleveland, and Harry Corkwell, R., Putnam County, and the third bill sponsored by Rep. Louis J. Schneider, Jr., R., Cincinnati.

John C. Harlor, Columbus attorney representing the Motion Picture Association warned the judiciary committee that it is an almost "insurmountable task" to write a censor law that will meet constitutional tests. He said recent court decisions have hit at "vague standards" in censor laws.

Initial hearing was enlivened by a clash of opinions between Judge Clayton Rose of the Franklin County Domestic Relations Court and Judge Hoy Russell of the Holmes County Probate Court. Judge Rose is a leader in the newly-organized Committee For Decent Films in Ohio. Judge Russell, who has owned the Russell theatre in Millersburg for the past 30 years, is critical of Rose's pro-censorship stand.

from an accidental fall which split open her knee, requiring surgery. . . . John Rigas and family, he being the exhibitor in Coudersport, Pa., recently returned from a trip to Wellsville, N. Y., where they visited with John's parents, who operate the largest restaurant in town.

Gus Vaveris' Mundy's Corners Drive-In, will be under the supervision of Co-operative Buying and Booking Corporation this season. His South Fork theatre has been turned back to the Wilson interests, Tyrone, Pa. . . . Alf Burtnett, Moonlight Drive-In, Bedford, Pa., announces that he is building a 90 foot screen and will install anamorphic lenses to be able to project CinemaScope.

Pittsburgh has seen a number of Hollywood stars recently, in town to help exploit new releases, the latest being Kirk Douglas, who appeared at the Fulton for U-I's "Man Without A Star."

John Troy, Parker, Parker, Pa., has tied up with a local milk dealer to give away five live Easter bunnies at his Easter kiddie show. . . . The daughter of John Barr Emlenton, Emlenton, Pa., recently gave birth to a girl. . . . John Rigas, Coudersport, Coudersport, Pa.,

had a front display and touring 24 sheet to match for "Bad Day at Black Rock." He used book tieups, newspaper tieups, and a sound truck.

Jean Marson, Stanley Warner publicity department is preparing for motherhood for the first time. . . . Hymie Wheeler, Screen Guild salesman, was seen in Kane, Pa., making a deal with Cliff Brown for his Roulette Drive-In.

Ohio

Columbus

Ronald Megown, manager, McDonald, McDonald, Pa. has been appointed assistant manager Loew's Ohio. He succeeds Jack Dolde, who was transferred to Loew's Twin Drive-In, Chicago. Megown, native of Pittsburgh, was assistant manager, Kenyon, Pittsburgh before his appointment to the McDonald.

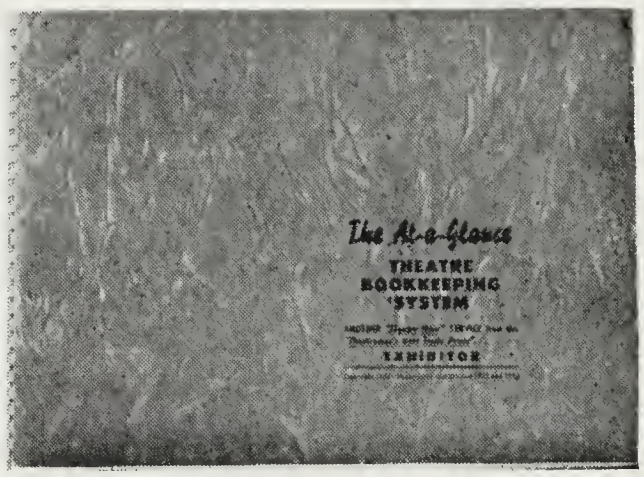


Attesting to the popularity of Columbia star Robert Francis with the teen-agers, was the mob which recently filled the Rivoli, Toledo, O., for his personal appearance and the opening of "The Long Gray Line." The star's appearance did much to help the picture's engagement.

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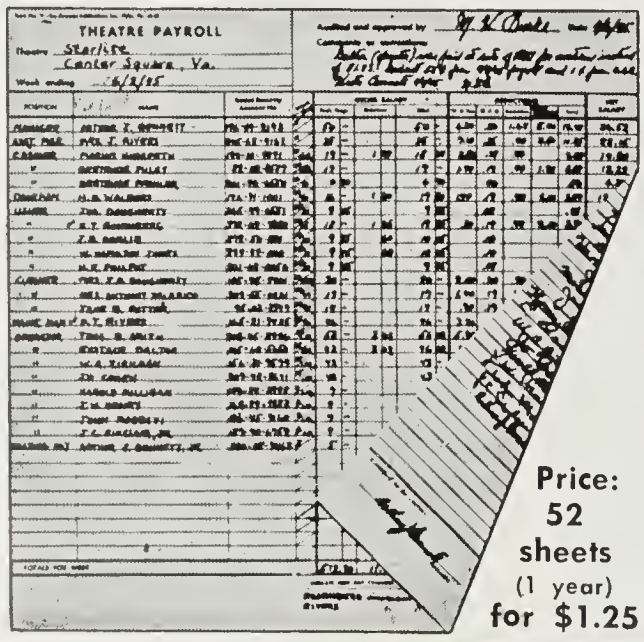
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NEWS OF THE Territory

Chicago

Tom R. Gilliam 20th-Fox division manager, is now the father of four sons with the advent of Kirk Patrick. Gilliam was chosen a director of Park View Memorial Hospital, which he is also aiding with public relations. . . . E. Wagner, Wagner Sign Service, and his wife, attended an electric sign convention in San Francisco. . . . A heavy wind blew down the screen of Irving Tamler's Moonlite Drive-In, Fountaintown, Ind.

Jack Kirsch, president, Allied Theatres of Illinois, was honored with a place at the speakers' table at a Guardians of Israel $1,000 a plate dinner, where more than 400 purchased almost $250,000 in Israel development bonds. U. S. Senator Dirksen, principal speaker, lauded the enterprise. . . . Charles V. Lindahl, 92, was the second builder who had constructed pioneer theatres to die within a few days.

Stan Kohlberg, Starlite Drive-In owner, started a policy of two beginning features and then two different pictures, for adults, at midnight. . . . James Sharkey, film buyer, Cooperative Theatres of Michigan, took a Florida vacation. . . . Exhibitors and magazine representatives attended a 20th-Fox meeting at which the value of advertising in national publications and Sunday newspaper magazine supplements was discussed.

Eddie Harris, Shakespeare manager, went to New York to attend the funeral of his mother. . . . D B. Shumow, De Luxe owner, is holding Tuesday night giveaways with merchant cooperation. . . . Sam Neall, Sipe, Kokomo, Ind., was one of the contributors to the RKO "Underwater" press book.

American Civil Liberties Union is still fighting for the right to show "The Miracle." Appeal was taken to the U. S. Supreme Court following an adverse decision by the Illinois Supreme Court. . . . Arthur Schoenstadt, circuit chief, declined nomination for city clerk on the Democratic ticket, preferring to devote his time to his theatre interests.

Church people attended a preview of "A Man Called Peter." . . . George Heliotes, Rialto manager, Fort Wayne, Ind., vacationed in Miami, Fla. . . . Hugh McGregor, Ritz owner, Arcola, Ill., is better after hospitalization.

Prizes were given by theatremen of Springfield, Ill., to winners in a ten best films naming contest. Erwin Noyer, Nortown Manager, told a PTA group that most teenage patrons are of good behaviour. . . . House Bill 152, providing for film censorship in unincorporated areas, was introduced by state representatives Lelivelt, Ryan, Sprague, and Vanderness.



Robert W. Selig, Denver, for the past 16 years with Fox Inter-Mountain Theatres, was recently promoted by president Frank H. Ricketson, Jr., to the post of division manager

The Chicago Loop Orthodox Synagogue, which is negotiating with Danny Newman for the purchase of his Astor for additional land space on which to erect a new $750,000 temple, moved to the Morrison Hotel. If the Astor is razed it will be the second pioneer theatre in the Loop to make way for churches. The La Salle was the first. . . . Bob Kennedy, Ogden manager, sustained a sprained wrist and an injured foot in a fall while arranging a lobby display.

Publicist Howard Mayer, back with his bride, the former Mae Savage, who handled press arrangements for the Academy Awards, reported excitement over the affair was at an all-time fever pitch. . . . Manny Goodman, Allied Artists contract department, visited.

Harry Rouda, veteran manager, was transferred from the Frolic to the Avalon. His wife had health improvement in a California trip from which they recently returned. . . . Jerry Shinbach, former RKO division manager, here, is head of the newly formed Monarch Theatres of Ohio, which has the In-Town Auto near Columbus, O.

More than nine million acres will be planted for corn production, much of it popcorn, in Illinois this year, according to estimates by the Illinois Cooperative Crop Reporting Service. . . . The John Balabans, he's the B and K president, celebrated their 39th wedding anniversary. . . . Mori Krushen, United Artists exploiteer, outlined plans here, in Indianapolis, and Milwaukee, for coming pictures.

Howard Minkoff is putting himself through Teachers College with after-hours work on the Monroe staff. . . . Sam Levinsohn, used chair dealer, and his wife will soon take off for Miami Beach, Fla., and then Los Angeles for the national Variety Club convention. . . . The Illinois-Missouri Theatre Owners are opposing legislation which would require their houses to have a licensed stationary engineer to attend high pressure boilers and certain types of air conditioning systems.

In celebration of his 35 years in the motion picture business, and for the past 10 years as managing director, Monroe, James Jovan is mailing 25,000 passes to his house. The special guest passes are contained in beautiful brochures with views of many improvements Jovan has made in the theatre. Each pass conveys his personal invitation. He says he knows of no invitational innovation to compare with this one.

Kim Novak, Chicago's gift to pictures, came and left quietly in a visit to a sister who underwent surgery. . . . Manuel Fingerhut, with B and K 14 years, was appointed assistant treasurer, station WBKB, ABC outlet.

Despite a severe wintry day, Variety Club held a successful monthly meeting preceded by a buffet luncheon. In the evening, wives and guests joined in a festive get-to-gether concluded by a midnight supper. . . . The State made lobby improvements with new concession arrangements.

Dallas

Dallas' Women of the Motion Picture Industry honored Dallas and Texas film pioneers at a banquet in the Baker Hotel Terrace Room. Loia Chaney, mistress of ceremonies, made presentations to veterans "Uncle Joe" Luckett, now manager, Forest, who showed the first film in Washington in 1901; Leroy Bickel, who has been in the film business since 1907 and who has been with MGM for 38 of those 48 years; and J. H. Hardin, owner, Hardin Theatre Supply, who organized the first projectionist's union here and was its first president. After a welcome by Mrs. Maxine Adams, WOMPI president, and a discussion of the growth of WOMPI in just three short years by Verlin Osborne, Jim Allard led the group in singing from slides. In introducing the speaker of the evening, Ned Depinet, R. J. O'Donnell asked a surprise guest, John Wayne, to step to the microphone. The Duke's main comment was "I'm real proud I'm in the industry." Depinet, former head of RKO studios and an active figure in Dallas film distribution until 1924, said he was proud of the WOMPI organization and was particularly glad that people were being awakened to the fact of how many women were in the industry.

Denver

Excelsior Pictures of New York filed a suit in District Court here against Fox Inter-Mountain Theatres in an attempt to force Fox Inter-Mountain to show a film they had contracted for at the Tabor. Both sides asked District Judge Robert H. McWilliams, Jr., to view the film and pass on whether it would violate city ordinances or not. The judge refused, saying his opinion would not necessarily be binding on the city, and that the city could still prosecute or not prosecute. The suit was dismissed, the judge saying Excelsior could enter a civil suit, since the contract provided a method for computing damages if the contract was breached.

Robert Lotito has resigned as house manager, Denham, to devote all of his time to a publicity firm he is interested in. William Fitzgerald, publicity direc-

tor, will add the house managerial duties to his other job.... Charles P. Weber, projectionist, Paramount screening room, is father to his second child, Charles P., Jr. . . . The Monaco and Wadsworth Drive-Ins, owned by Lem Lee, go on a first-run policy in April.

Hugh Braly, former district manager here for Paramount, now district manager, Distributors Corporation of America, and Irving Wormser, general sales manager, were in and arranged for Don Fuller to handle their product. . . . The Black Hills Amusement Company, Deadwood, S. D., is continuing its custom of many years by giving five passes to each of the coaches and players on three high school basketball teams in the immediate vicinity. The passes are good at the Homestake, Lead, S D.

Joe Wills, who recently bought the Zia, Los Lunas, N. M, has closed the house.

Seen on Film Row were Tom Knight, Riverton, Wyo.; Wally O'Neill, Spearfish, S. D.; Mr. and Mrs. Dutch Koneman, Pueblo, Colo.; Dorrance Schmidt, Bridgeport, Neb.; Miss Marie Goodhand, Kimball, Neb.; Jack Brandenberg, Taos, N. M.; Elizabeth and Marie Zorn, Julesburg, Colo.; and Arthur Salcido, Tucumcari, N. M.

Los Angeles

Glenn Farmer is back on the job as a shipper at Columbia after being hospitalized. . . . Mr. and Mrs. Harry Milstein were called back from a vacation in Hawaii by the sudden death of Harry's brother, J. J. Milstein, veteran of the exhibition, production, and distribution fields. Harry operates theatres in the Gardena-Torrance, Cal., areas. . . . Jeanette Banks, 20th-Fox secretary, and her husband celebrated 14 years of marital bliss. . . . Glen Berge has resigned his post as U-I booker to join the Realart office as booker.

At a meeting of the Film Row Club held at the Variety Club, it was announced that the summer dance would be held on June 11 at the Rodger Young Dance Pavilion. . . . Jesse Chinook, assistant general manager, Buena Vista, checked in from New York for a short stay. . . . Jules Needleman, Columbia salesman, took off for his maiden selling trip through the Arizona territory.

In town to check on product and supplies for the circuit's southland theatres were Charles Maestri, film buyer, and Dan Pavich, booker, Lippert Theatres. . . . A visitor from New York was Irving Wormser, Distributors Corporation of America.

Milwaukee

Fox's Strand closed for an indefinite period owing to poor business. . . . Al Sickels, Film Service, Inc., is vacationing in California, calling on his daughter. . . . Charles Golin, IFE Pictures, Chicago, called on local exhibitors to stimulate business. . . . Don Swartz, Realart, Minneapolis, stopped over with Bennie Benjamin, local Realart exchange, on his way from Chicago to Minneapolis.

Dave Goldman, Stanley Warner Theatres, is back at his desk after a siege at the Mount Sinai Hospital.... Three of the drive-ins in the vicinity are now open, namely Blue Hound, Victory, and Highway 15. . . . Bill Ainsworth reported that he has redecorated his Shawano, Shawano, Wis., and Gail, Mauston, Wis. New equipment has been installed at the Gail. . . . Johnny Mednikow, National Screen Service, is still in the hospital recuperating but is expected home soon.

Alan Oshan, son of Columbia's branch manager Harry Oshan, is expected to be married in the near future to Marilyn Podell . . . The Blanchard, Blanchardville, Wis., is closed for the present, owing to poor business. . . . The Riverside, owing to many requests, is trying out vaudeville.

Pat Holloran, Universal-International branch manager, was a visitor to the opening of the new U-I Exchange in Minneapolis. . . . Joe Strother, Marcus Theatres Management Company, was in Minneapolis on business. . . . Harvey LasSasso, former manager, Jackson, is now manager, Odeon, Beaver Dam, Wis., succeeding Kent Herbert.... Five major distributors have filed suit totalling $18,-500 in Marinette County Circuit Court, Peshtigo, Wis., against Floyd Merritt, owner, Our, Niagara, Wis. The film companies charge that Merritt filed false gross reports over a period dating from March 10, 1949, until February of this year. The companies filing suit are 20th-Fox, Universal-International, Warners, MGM, and Columbia.

April 4 was set for the start of the hearings in the contempt case brought by the Towne at Chicago against major companies involving damages of $75,000 and improved bidding privileges for the Towne. . . . Irving Werthamer, branch manager, Paramount, returned recently from a vacation to the West Coast. While there, he visited with Michael Curtiz on the set of "The Vagabond King."

Minneapolis

Fire of undertermined origin completely destroyed the Palace, Hector, Minn., operated by Nels Madsen. . . . W. B. Zoellner, MGM short subjects sales manager, was in. . . . Joan Burt is the new receptionist, Columbia . . . Allied Artists has moved into its new office at 1019 Currie Avenue on Film Row. Building formerly was occupied bt U-I until it moved into its own exchange recently. . . . Darlene Nelson, booking stenographer, Paramount, resigned and moved to California.

Harry Weiss, RKO Theatres district manager, is back from a visit to his Iowa situations. . . . Work has begun on the remodeling of the loop World. . . . John Potier is the new assistant, RKO Iowa, Cedar Rapids, Iowa, replacing Leland Davis, who was transferred to the RKO Brandeis, Omaha. . . . Don Walker, Warners exploiteer, was in for "East of Eden," Orpheum. . . . Ward Bentley, UA exploiteer, was in for advance on "Big House, U. S. A.," Gopher. . . . Harlan Blake, manager, neighborhood Paradise, is recuperating at Mount Sinai Hospital following a heart attack.

Lyle Carisch, Wayzata, Minn., has bought the conventional El Lago and the 53 Auto-Vue Drive-In, Rice Lake, Wis., from the Miner Circuit. Deal also provided for the closing and conversion to commercial use of the old Majestic, also owned by Miner, Rice Lake. Carisch also operates conventional houses at Wayzata and Excelsior, Minn., and is a partner in a drive-in at Hibbing, Minn.

May 20 has been set as the opening date for the new Lucky Twin Drive-In, near suburban Bloomington. Partners in the project are Al Aved, Claude Dickinson, and John Cedarburg, Plans call for 2,000 speakers. . . . Five theatres in the area which have closed recently because of poor business include the Roxy, Richardson, N. D.; World, Duluth, Minn.; Fort, Montfort, Wis.; Roxy, Steele, N. D.; and the Manila, Manila, Iowa. Reopening were the Royal, Park Rapids, Minn., and the Marmarth, Marmarth, North Dakota.

Joe Floyd, Sioux Falls, S. D., exhibitor, is back from a vacation in the Caribbean. . . . Ted Mann, owner, World, is back from a vacation in Hot Springs, Ark. . . . Rudolph Poeske, Marathon, Wis., has taken over management of the Edgar, Edgar, Wis. . . . Wayne Moser has reopened his White Warrior, Doland, S. D., following a face lifting. . . . The State, Chamberlain, S. D., patrons were invited to pick their own Academy Award winners. Persons guessing closest to the final results were awarded a $50 prize.

Comfrey, Comfrey, Minn., has dropped its children's admission to 10 cents. . . . A new sound system has been installed in Don Campbell's Trail, New Town, N. D. . . . Harry Monroe has taken over management of the Quinn, Quinn, S. D., from Roy Tennyson. . . . Metro, Pine Island, Minn., has started its third annual talent contest. . . . Comet, Coggon, Iowa, has reopened following extensive remodeling.

Oklahoma City

Vance Terry, Woodward, Woodward, Okla.; Clint Applewhite, Liberty, Carnegie Okla.; and Mr. and Mrs. Earl Snyder, Modern Theatres, Inc., Tulsa, Okla., just returned from Hot Springs, Ark., where they attended the races. . . . C. H. "Buck" Weaver, branch manager, Paramount, and Tom McKean, salesman, Paramount, celebrated their birthdays with a festive party at the McKean home. Weaver and McKean are "twins," having been born the same day, the same year, but 30 miles apart. They were both born in Indiana.

Jerry Burns, son of Mr. and Mrs. H. T. Burns, Opera House, Apache, Okla., has left the University of Oklahoma and gone into the armed service. . . . R. H. Duckett, Taloga, Taloga, Okla., has installed a wide-screen. . . . Mr. and Mrs. A. D. Brawner, Mission, Hooker, Okla., visited their son in Vir-

ginia. . . . Frank Deaton, formerly of the Pix, Alva, Okla., is now located in Fort Smith, Ark.

Lewis Long has installed a wide-screen is his 54 Drive-In, Guymon, Okla. Long has taken over the management of the 54 Drive-In, Guymon, and his daughter, who has just graduated from A. and M. College, Stillwater, Olka., has taken over the management of the Long, Keyes, Okla. . . . H. K. Skelton, Jr., Panhandle, Panhandle, Tex., has again taken over the management of the Panhandle. He is also deputy sheriff. . . . Johnny Fagan, Bunavista Drive-In, Borger, Tex., attended a drive-in convention in Dallas

E. M. Anstey has sold the Ritz, Texhoma, Okla., to A. R. Smith of Panhandle Film Service, Oklahoma City, and Amos Page, Avalon, McLean, Tex. . . . Howard Collier, former owner, Oaks, Hartshorne, Okla., and at the present time owner, Geary, Geary, Okla., has again taken over the Oaks. . . . B. L. Adams, former owner, Palace, Sunray, Tex., is now associated with Hollis Boren, operating theatres in Memphis, Tex.

H. B. Leathers, Palace, Paducah, Tex., will open the Chief Drive-In in Paducah. . . . Frank Dover, Groom, Groom, Tex., has been reelected county attorney. . . . Mrs. Glenn Thompson, Thompson Theatres, Inc., who recently fell and broke her hip, is now able to get around. . . . Richard, John, and Tommy Thompson, Thompson Theatres, Inc., attended the opening of the Derrick Drive-In, Wilson, Okla. . . . Max Brock has sold the Vaska, Lawton, Okla., to Jones and Son, who are now operating the Ritz, Lawton, Okla.

Volney Hamm, Lawton, Okla., has enlarged his Mount Scott Drive-In, Lawton, screen to 80 feet. . . . 20th-Fox held a screening at the Criterion of "Man Called Peter" for the ministers of Oklahoma City. . . . The Rogue, LeFors, Tex., was destroyed by fire. . . . Berlin Parks, projectionist, Tower, just returned from Tulsa, Okla., where he participated in the state Bowling tournament.

Out-of-town exhibitors seen on Film Row were Glenn Gilmore, Jr., Nusho, Bixby, Okla.; J. Y. Greenwood, Boswell, Okla.; Ray Hughes, Liberty, Heavener, Okla.; C. L. Nordean, Shirley, Konawa, Okla.; Miss Walsie Campbell, Deal, Wynnewood, Okla.; H. B. Robb, Jr., Admiral Drive-In, Tulsa.; Mr. and Mrs. C. W. Duncan, Avalon and Redskin, Wetumka, Okla.; Si Barton, Bar-T Drive-In, Prague, Okla.; L. E. Brewer, Royal and Folly, Pauls Valley, Okla.; Bill Slepka, Jewel and Crystal, Okemah, Okla., and Mrs. Bess M. Wilkie, State, Harrah, Okla.

Portland

Top educators here were invited to a special screening of MGM's "The Blackboard Jungle," at B. F. Shearer's Jewel Box. Fifty leading educators from city, parochial, and industrial schools, as well as colleges, attended. Allan Weider, MGM representative was host. . . . A. W. Adamson and T. W. McDougald have opened the Parkrose as the Rose City's second first-run art house. The 600-seat modern air-conditioned house has parking facilities for more than 400 cars. New lounge seats will be installed shortly.



MGM producer Joe Pasternak and R. J. O'Donnell, former chief barker, Variety Clubs International, recently auctioned off a gown which was worn by Jane Powell in "Hit The Deck" at a fashion show sponsored for the benefit of Houston, Tex., Variety Club's Boys Clubs. The affair was held at the Shamrock Hotel, and the gown brought in $1,700 of the $60,000 raised.

The Adamson Circuit operates conventional and drive-in theatres in Portland, Corvallis, Albany, Beaverton, Ore., and Vancouver, Wash. . . . Charles Epperson, 20th-Fox salesman for 12 years, has retired. Chilt Robinette, former western division manager, J. Arthur Rank, and former 20th-Fox Seattle branch office manager, replaces him.

Dale Wilkins, Universal-International salesman, has returned from an extended sales trip throughout eastern Oregon. . . . Mr. and Mrs. Don Foxley, Fox, Pilot Rock, Ore., are vacationing is Las Vegas, Nev. . . . Mr. and Mrs. Walter Tibbets, Laurelhurst and Lombard, attended a performance of "Fanny" while in New York recently. . . . Glenn Brogger, Paramount salesman, has resigned to become associated with J. A. Clarke, Weiser and Star, Weiser, Idaho. . . . Dick Lange flew to San Francisco to attend the RKO sales meeting.

St. Louis

In a sudden switch in operational policy, the Fanchon and Marco-St. Louis Amusement Company Circuit returned to a full-week basis all of its six-day houses except the City, Granite City, Ill. That house will be dark on Mondays until further notice. The theatres that have returned to a seven-day week include Crest, Richmond, Lafayette, Shaw, Manchester, Pageant, Wellston, Shady Oak, LaCosa, and Victory.

At the Ambassador, currently playing "Cinerama Holiday," there has been a sudden change in key personnel announced shortly after the arrival of Frank Upton, district manager, Stanley Warner. William Levine, who came here from Washington to succeed Ray Conner as managing director, suddenly resigned and has gone to New York City to rejoin his family. Ralph Hacker, who had been house manager, also resigned and has not announced his future plans. Russ Russo has come from Detroit to become house manager. Upton is sitting in until a new managing director is named.

Lester R. Kropp, president, Missouri-Illinois Theatre Owners, and co-general manager, Fred Wehrenberg Theatres, has written State Senator Edward V. Long, speaker pro tem, Missouri Senate, advising him that theatre folk favor Senate Bill 143 relating to off-street parking.

Emil J. Conrath, Sr., vice-president and former president, International Alliance of Bill Posters, Billers, and Distributors, AFL, and busines agent for locals here, died after an illness of four months. He was 58, and is survived by his wife, a son, his mother, a brother, and two sisters.

In Belleville, Ill, the Bloomer Amusement Company began construction of its new 100-car drive-in. Work on another 100-car drive-in will be started by the Bloomer Amusement Company at an early date.

In Paducah, Ky., the Columbia Amusement Company has broken ground for its new twin drive-in. One side of the drive-in will have space for 600 cars while the second twin will be of 400-car capacity. They will have a company concession building.

In Cuba, Mo., Adolph P. Meier, who operates the Cuba, has started construction of a 200-car drive-in. Known as the 19 Drive-In, it will have a wide-screen and facilities for CinemaScope and VistaVision.

In Girard, Ill., the Girard was reopened recently under the management of Mrs. Ruth Hess. . . . In Jackson, Mo., the Palace is to continue in operation under a granddaughter of the late Robert K. Wilson and her husband. She is a daughter of Mrs. Robert Wilson, who with her father and her sister-in-law, Miss Irene Wilson, were killed in an automobile accident. The family is seeking an editor for Wilson's weekly newspaper the Jackson Jackson County Cash Book, which also will continue in operation.

In Avon, Ill., the Wright was closed. Illness of the manager was given as the cause for the decision to close the house by Mrs. W A. Wright, owner. . . . In Herrin, Ill., the Annex was closed, presumably for the duration of the 1955 drive-in season, by the Marlow Amusement Company.

In Neoga, Ill., the Neoga, which had been operating four days each week under an arrangement of the local merchants with the theatre owner, Kermit A Bushur, was to be closed unless another plan can be worked out. . . . St. Francisville, Ill., the Kay, operated by Mrs. Anne Lee Pool, was scheduled to be closed indefinitely. . . . In Mansfield, Mo., the Mansfield, 225-seater, was closed indefinitely. B. H. Pettit had been operating the house.

In Mount Carmel, Ill., the American was reopened after being closed to permit the installation of equipment for VistaVision, SuperScope, and CinemaScope. It uses optical sound.

In Morrisonville, Ill., Mr. and Mrs. Buel Mitchell recently closed the State, 250-seater, because of a decline in business. The Mitchells purchased the theatre building and equipment in 1950 from Mr. and Mrs. Joe J. Gauer. . . . Harry C. Arthur, Jr., general manager, Fanchon and Marco, Inc., returned to New York. He and his brother, Edward B. Arthur, head, Fanchon and Marco-St. Louis Amusement Company Circuit, had returned here after closing a deal for Paramouunt films.

San Antonio

George M. Watson, city manager, Interstate Theatre Circuit; Jack Chalman, publicity director; Lynn Krueger, manager, Majestic; Tommy Powers, manager, Texas; and Norman Schwartz, manager, Aztec, went up to Interstate headquarters at Dallas for a conference. . . .Pedro Gonzales-Gonzales, Hollywood comic who got his first motion picture break while here, returned for a brief visit at the home of his grandmother who is reported to be seriously ill. . . . Teddy Porter, former Interstate Theater Circuit employee, now residing at Atlanta, was in on a visit.

Four youths between 18 and 21 combined efforts to hijack Mrs. Ampera Alvarado, cashier, Fiesta Drive-In. They made off with $211.15 in cash. A police cordon was thrown about the theatre area but failed to locate them. . . . Hollywood's James Cagney and Greer Garson are scheduled to pay a visit to this city sometime in April. Cagney will visit in connection with Paramount's "Run for Cover," while Miss Garson will appear in behalf of her new Warners film, "Strange Lady in Town."

Gidney Talley, former owner, Hi-Ho here, and head, Talley Enterprises, which operates theatres in other south Texas cities has been appointed a franchise holder for Modern Film Distributors, Chicago. . . . Stanley Hammer, Jr., new manager, Alamo Drive-In, has announced that the drive-in was recently fully equipped with CinemaScope. . . . W. T. Yett, manager, Roxy Drive-In, apprehended four teenagers who were tearing up the rest rooms and trying to steal several of the loudspeakers. The boys were turned over to local juvenile authorities.

The Edna, Edna, Tex., has been equipped for the screening of CinemaScope and other new processes, according to Gene Fowler, manager. . . . Bob Reeves, manager, Wilder, Franklin, Tex., has announced that the name will be changed to ReSan. . . . Doug Spieckerman has been transferred from Gonzales Tex, to Belton, Tex., to become city manager, Frontier Theatres, which operates the Beltonian, Hood, and Hardie, Belton. He succeeds M. J. Horton, who resigned to go to Columbus, Miss., where he will enter private business. . . . Al Cook, manager, State, Pecos, Tex., has revealed that CinemaScope has been installed. . . . Robert Scott has been



Mrs. M. Schulman, Bryant Amusement Comany's Queen, Bryan, Texas, obtained considerable publicity for Paramount's "Three Ring Circus" recently by using "Big Babe," the elephant, for bally. Free rides were given on the pachyderm to all kids.

named manager, Mexia, Parkway, and National, Mexia, Tex., operated by Video Theatres. Max Easterling recently sold the Mexia to the circuit.

Among the out-of-town exhibitors in to book were Wayne Long, Monahans, Tex.; T. L. Harville, Rio, Alice, Tex.; Manuel Solis, Rancho Drive-In, Alice, Tex.; Mateo Vela, Iris, Alice, Tex.; Benito Silvas, Mexico, Carrizo Springs, Tex.; Antonio Silvas, Silvas, Asherton, Tex.; E. H. Haubner, Tejas, Uvalde, Tex.; and Humberto and Horacio Gonzales, American, Bishop, Tex. . . . George Comeaux, now with Ezell and Associates as manager, Hi-Park Drive-In, has announced that the drive-in is now in the process of getting a new wide-screen and increasing its parking area by 33 1/3 per cent.

Arthur Landsman, president, Statewide Drive-In Theatres, Inc., has returned from attending several conventions with plans for the installation of "the biggest and most modern snack bar in Texas" at the Alamo Drive-In here. . . . The Sol Frank Uniforms, Inc., here, has completed 425 uniforms of Santa Ana's Mexican army for Republic for the film which is being filmed at Bracketville, Tex. The firm will receive between $35,000 and $40,000 for the job, according to Kenneth Holmes, unit production manager.

George Stevens, Hollywood director, was here enroute to Marfa, Tex., where shooting is expected to start soon on Warners version of Edna Ferber's "Giant." Some of the shots will be made in other areas and in the Texas oil fields. Shooting schedule calls for 15 weeks of filming in the state. Rock Hudson, who will be one of the stars, was also here with Stevens.

Seattle

In a meeting of the board, Theatre Owners of Washngton, Northern Idaho, and Alaska decided to hold a membership meeting at the Olympic Hotel. Guest speaker was to be General Charles W. Christenberry from New York. He is former deputy chief of staff of the Eighth Army in Korea and is now president, American-Korean Relief Association. . . . Jack J. Engerman and Zollie Volchok, Northwest Releasing, returned from Vancouver, B. C., where they conferred with various circuit heads on the B. C. distribution of "Karamoja."

Herbert B. Sobottka, vice-president, John Hamrick Theatres, and one of the leading citizens in the local motion picture industry, was killed when his car crashed into the rear end of a Transit System coach, which was discharging passengers, and then ran into a tree. It was thought he had suffered a heart attack just before the accident, which happened just a few blocks from his home. He was 52. Sobottka had been in the theatre business here for 36 years. He was born in Rock Elm, Wis., and came here in 1917. He was a member of the Quarterback Club, the Washington State Press Club, the Seattle Board of Theatre Censors, and the Motion Picture Pioneers of America. He is survived by his wife, two daughters, two brothers, and one grandchild.

Northwest Releasing has just received word that Hallmark's new package will by released nationally June 1. Exhibitors are looking forward to these profit pictures which should surpass Hallmark's record-breaking "Mom and Dad" and more recently, "Karamoja." . . . The Paramount celebrated the 27th year of its opening. . . . National Theatre Supply has installed a new Walker screen and new Bausch and Lomb lenses at the Highland, Tieton, Wash., owned by Lyle Knott. Bill Stahl, NTS, supervised the installation. . . . United Theatres three drive-ins, the Midway, Duwamish, and Aurora, have all been reopened for the 1955 season. All three drive-ins are now equipped with CinemaScope screens and include playgrounds with attendants for children. . . . Film Row visitors included John Lee, Columbia Basin Circuit, and Pat Tappan, Vitaphone, Wenatchee, Omak, and Holden.

Bill Stahl, National Theatre Supply, sold a new Walker screen and lenses and also Strong lamps and rectifiers and Simplex projectors to William Lutzke for immediate installation in the Nyah, Hot Springs, Mont. . . . NTS is also making a CinemaScope installation in the Twin City Drive-In, Centralia, Wash., owned and operated by Ron Gamble. Equipment includes new X-L projectors, National Excelite lamps and X-L sound heads. The screen is being widened 20 feet for CinemaScope. . . . Miriam Kinsey, Lathrop Theatres, is in New York for a week or 10 days. . . . Mr. and Mrs. Don Hoidale, Inland Northwest Film, returned from a four-week vacation trip to the Hawaiian Islands.

Jim Bailey has taken over the operation of the Yelm, Yelm, Wash. He formerly had been associated with the distribution of 16 mm. film. . . . Al Larpenteur, Northwest Releasing salesman, returned from a trip to eastern Washington. . . . E. A. Darby's Top Hi, Toppenish, Wash., has opened. . . . Film Row visitors included Pat Tappan, Wenatchee, Wash., and Lowell Spiess in from the Liberty and Sunset Drive-In, Dayton, Wash.

G'en Haviland is back from New York where he was working on Colosseum negotiations.

NEWS OF THE Territory

Boston Crosstown

Allied Artists day in New England, with the presence of Steve Broidy, president, was a huge success. More than 180 exhibitors representing 600 theatres in the area turned out to greet the Allied Artists officials. In his address, Bostonian Broidy reviewed the past history of Monogram-Allied Artists, appraised the present, and evaluated the future. In promising two major productions a month from now on, plus the regular program pictures they have been making, he told of their future production plans with William Wyler, Billy Wilder, and John Huston. In defending the majors who have cut down production because it proved to be more financially successful to the operation of the company whose prime responsibility is to the stockholders, he said, "If you were operating your theatres successfully with 150 pictures a year, would you change you policy because suddenly 400 pictures were made available to you?" In conclusion, he urged support of his AA production plans and asked each exhibitor, buyer and booker present to re-appraise his own total picture situation to find a place for the forthcoming AA product. Seated at the head table with Broidy were Morey "Razz" Goldstein, general sales manager; John Flinn, exploitation and advertising head; Martin J. Mullin, president, New England Theatres, Inc., who was the toastmaster; Ben Abrams, New England district manager; Herman Rifkin, New England franchise holder; Julian Rifkin, vice-president, Rifkin Theatres; John Pavone, New Haven branch manager; and Herman Mintz, Boston attorney. Goldstein said, "We have had to change our national format for this meeting. Here you have welcomed us as your own. We are always happy to return to this city where Mr. Broidy and I were born. A telephone call came in for me today from Walter Reade of New Jersey, who promised that his entire circuit will back the AA production plans and will back them with playdates, not just promises. We recognize the fact that the help you gave us in the past kept us in business. Now we are trying to give you top product to keep you in business." At the conclusion of the speeches, Al Daytz, Daytz Theatre Enterprises, representing 75 theatres in the area, pledged full support to the AA production plans.

James Cagney, star, Paramount's "Run For Cover," was in promoting the picture. . . . Steve Broidy, president, Allied Artists, took time out of his busy schedule to visit with the scientific director, Dr. Sidney Farber, at Variety Club's Jimmy Fund building. Broidy, a former Massachusetts resident, has always been especially interested in the Jimmy Fund.

William Grahan, formerly office manager and city salesman, 20th-Fox in Buffalo, is the new office manager at the company's local exchange.

The Boston Press Club is sponsoring its fifth annual dinner in the main ballroom of the Sheraton Plaza on April 11. The guest speaker will be Harrison E. Salisbury, author of "American in Russia," and foreign correspondent on The New York Times. A special guest will be TV star Art Carney. The highlight of the evening is the presentation of the annual Amasa Howe Award for the most distinguished piece of journalism for 1954.

From the office of Roy E. Heffner, Goodwill Award, comes announcement of the latest contracts sold by Sam Haase for theatres in the state, Capitol, Everett; Uptown, West Lynn; Strand, Canton; Needham, Needham; Rialto, Worcester; Strand, Roxbury; Holyoke, Holyoke; State, Saugus; Dedham, Dedham; Coolidge, Watertown; Plaza, Roxbury; Ideal, Roxbury; Olympia, Worcester; Dorchester, Dorchester; and in Rhode Island, the Olympia, Olneyville; and in Maine, the Capitol, Portland.

When the Kenmore starts on April 9 with the first-run engagement of "Aida," it will look like a new theatre. The outside has been remodeled and changed by William Riseman Associates, while inside there is a new lobby, new International seats, new carpets, and a new design throughout. A wide-screen has been added with new stage draperies. Louis Richmond, owner, is hosting a brilliant luncheon at the Ritz-Carlton Hotel on April 7 for Sol Hurok, sponsor of "Aida," who will meet the press, music critics, music heads of the local colleges and schools, and just music lovers. George Kraska and Frank Cronin are handling the advance campaign for the picture. Kraska is arranging the luncheon and drawing the ads, while Cronin is handling the newspapers and radio advertising.

Harry Segal, branch manager, UA, was elected president, Sentry Lodge, the theatrical lodge, B'nai B'rith, at the annual election of officers. Others elected were Henri Schwartzberg, Max Tobin, and Arnold H. Dunne, vice-president; Samuel Zitter, treasurer; Jack Bratt, financial secretary; Joseph H. Gross, corresponding secretary; Harold Rubin, recording secretary; George Roberts, chaplain; Julius Meyer, assistant chaplain; Seymour Berman, warden; Benn Rosenwald, guardian. Trustees elected were Samuel Pinanski, Louis Richmond, Arthur Lockwood, Elias M. Loew, Michael Redstone, Theodore Fleisher, Herman Rifkin, Harry I. Wasserman, and Harry X. Cohen.

A special screening of "Blackboard Jungle," MGM's drama about juvenile delinquents, was held at the company screening room for 40 teachers and educators of the city's vocational training schools, arranged by Karl Fasick and Floyd Fitzsimmons of the tub-thumping staff.

Robert E. McNulty, owner, Warwick, Marblehead, Mass., has been elected a trustee of the Marblehead Public Library to serve for a three year period. A native of Marblehead, Bob is following in his father's footsteps. The late Thomas A. McNulty, who built the Warwick and operated it for many years, was active in many civic enterprises and was a trustee of the Mary Alley Hospital. Bob was chosen chairman, Blood Donors Day, and is also chairman of various committees, among them the recent Tercentenary Program.

Samuel Pinanski, president, American Theatres Corporation, has returned to his desk after a month's vacation at the Roney Plaza Hotel, Miami Beach, Fla. . . . Arthur Lockwood, treasurer, Lockwood and Gordon Enterprises, has left for a 10 days vacation in Puerto Rico with his son Roger.

Joseph E. Levine and Barnet Yanofsky have taken over the lease of the Nashoba Drive-In, Boxboro, Mass. Built in 1925, the theatre has been managed by

Ruling Requested On Sunday Law

BOSTON—Times Film Corporation has asked the Supreme Judicial Court of Massachusetts to rule that the Commissioner of Public Safety, Otis M. Whitney, exceeded constitutionality in banning Sunday showings of the French film, "Game of Love," and complained of his censorship on another film, the Swedish picture, "One Summer Of Happiness." The film company has asked for a petition of certiorari to be brought against the Commonwealth to determine the validity of the authority of his actions and seeks to have him be prohibited from activity in the field of censorship of motion pictures. The petitions seeks to have the court declare for distinct results that the existing Sunday licensing law is unconstitutional; that the words "public entertainment" as used in the statute do not apply to motion pictures; that the Commissioner has no authority to censor motion pictures prior to their showings in theatres; and that the Commissioner's action is arbitrary. Attorney for the film company are Alfred Albert, Albert, Albert, and Tyber, and Felix Bilgrey, New York firm of Bilgrey and Levinson.

No damages were asked. Times Film Corporation stated that "Game Of Love" has been banned outright for Sunday showings, while two scenes and several phrases were deleted from "One Summer Of Happiness." "Game Of Love" won the Grand Priz du Cinema Francais in 1954, while the Swedish film "One Summer Of Happiness" won prizes at the International Film Festival, the Cannes Film Festival, and the Berlin Film Festival.

WANTED: ASSISTANT MANAGER

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Head table guests at the recent Allied Artists day in New England at the Hotel Bradford, Boston, when Boston's own Steve Broidy, president, addressed a group of exhibitors on the production plans of the company were, left to right, John Pavone, AA New Haven branch manager; Herman Mintz, Boston theatre attorney; Herman Rifkin, AA New England franchise holder; Broidy; Martin J. Mullin, toastmaster; Morey "Razz" Goldstein, AA general sales manager; Julian Rifkin, vice-president, Rifkin Theatres; Ben Abrams, AA New England district manager; and John Flinn, AA national director of advertising and publicity.

Donald Sweenie, who continues on in the same capacity under the new lessees. This theatre marks the fourth drive-in to be handled by the Levin-Yanofsky combination. Their first ozoner was the Round Hill, Springfield. Later they took over the reins of the Sundown, Westfield. A month ago they signed the lease on the Hadley, Hadley. As soon as the lease was signed on the Nashoba, plans were in the making for the installation of a wide-screen for CinemaScope pictures.

Over 250 owners, managers, circuit executives and others representing over 500 theatres from Connecticut to the Canadian border, supply houses, film buyers, and bookers attended the initial meeting at the Bradford Hotel of the New England Committee Against Pay-As-You-See TV. Alfred Starr explained that the national organization had four "specialist sections." They are legal section, headed by Marcus Cohn; technical section; public relations, headed by Robert Taplinger Associates, Inc.; and research, headed by Dr. Dallas Smyth, economist, University of Illinois. With them rests the tremendous task of assembling pertinent data before the FCC deadline of May 9. Directing or coordinating the efforts of the specialists falls upon the National Committee. Assessments for the committee range from $7.50 yearly for four wall theatres up to 500 seats to $75 for those with over 1,500 seats; and for drive-ins, from $7.50 yearly up to 300 car capacity to $37.50 yearly for those over 600-car capacity.

Further regulation of the licensing of open air theatres was aired at a hearing at the State House. A proposed bill asks that the licensing be brought under the department of public safety, stating that the Commissioner of Public Safety may require changes in the structural condition of the open airers if, in his opinion, the safety of the public requires them, before issuing licenses to the owners. No changes shall be ordered in excess of the requirements of a new building of like character, the bill said. Petitioner is Louis H. Glaser, Malden. At the hearing, Ray Feeley, executive secretary, Independent Exhibitors, Inc., of New England, and Frank Lydon, Allied Theatres of New England, took a strong stand in opposition to the bill, saying that if passed in its present form, the bill would allow the Commissioner to step in at any drive-in and ask for structural changes which could cost the exhibitor almost as much as the original construction. They called the bill devastating and an imposition on theatres and the department alike. They also declared that no evidence had been submitted to show there was any need for safety regulations of drive-ins by the department. Supervision is now under the local municipalities under their own licensing authorities in each city and town and should remain there, they said. Lydon and Feeley together represent 365 theatres in the Commonwealth, of which 65 are drive-ins.

New Haven

Crosstown

Morris Rosenthal, Loew's Poli manager, received some nice bally for "The Racers." On opening day, three racing cars were parked in front of the theatre. All stock car riders in the territory were invited to see the picture. A model car was set up in the window of a Hobby Shop to further bally the film. . . . The Crown had annual guesses for Academy Awards. . . . The recent "Travel-a-rama" show which Franklin Ferguson had at the Whitney brought appreciative fan mail. . . . Harry Blume, Plaza, pioneer area exhibitor, may find his theatre in the path of a local redevelopment program and, perhaps, will see the property used for other purposes. . . . Harry Lavietes, Pequot, has installed CinemaScope equipment. . . . Matt Kennedy, Paramount, was a vacationist. . . . It was reported that Loew's Poli is to get reseating.

MOTION PICTURE EXHIBITOR has on file the name and address of a non-union projectionist, licensed in Pennsylvania, and with 18 years experience, who is anxious to move into the New England territory. He may be reached in care of the publication.

Jack Sanson, on the sick list for several months, is back at his Stanley Warner Strand desk. Relief manager here was Jean DuBarry, Art, Springfield, Conn. . . . The trade extended congratulatory messages to Harry F. Shaw, division manager, Loew's Poli-New England Theatres, and Mrs. Shaw on their 31st wedding anniversary. . . . Allen M. Widem, Hartford Times motion picture editor, flew to Los Angeles to cover the Academy Awards presentation and visit film studios. . . . Bill Daugherty, Lockwood and Gordon Theatres, is home from a vacation in Puerto Rico.

Lou Cohen, Loew's Poli, screened 20th-Fox's "A Man Called Peter" for ministers, press, and other opinion-makers at the theatre some weeks ahead of playdate. . . . For a stunt on "New Orleans Uncensored," George E. Landers, Hartford division manager, E. M. Loew's Theatres, offered free admission to natives of the Louisiana city with proper identification on opening day.

Theatre patrons in metropolitan Hartford participated in the Easter Seal campaign. Mrs. Leota Schroeder, chairman for theatre collections, reported 14 theatres had offered their cooperation by permitting lobby collections from March 22-27. Participants included Loew's Poli, Loew's Poli Palace, Stanley Warner Strand, Allyn, E. M. Loew's, Central, Colonial, Art, Lenox, Lyric, Princess, Webster, Crown and Rivoli. . . . John McGrail U-I exploiteer, came in ahead of "Captain Lightfoot," SW Strand. . . . Morris Keppner, Burnside Theatre Corporation, was a New York visitor.

Bob Schwartz, Lake Drive-In, advertised a silver anniversary party the other night, "In celebration of my 25 years in show business, I will give a silver dollar free to the first 25 cars attending tonight.

John Markle, Columbia exploiteer, was here for "Three For The Show" and other releases. . . . Dennis Rich, Stanley Warner Cameo, Bristol, Conn., came up with a rare newspaper contest, in the interests of "Battle Cry." Free passes went to youngster participants. . . . Jason Theatrical Enterprises has resumed Monday through Friday matinees at the first-run Gem, Willimantic, Conn. . . . Len Sampson, Bob Spodick, and Norm Bialek quoted New York newspaper and magazine critics in their "Bad Day at Black Rock" ads for the Norwalk, Norwalk, Conn. . . . Strand Amusement Company started a new dinnerware giveaway at the State, Torrington, Conn.

George Smith, maintenance manager, Hartford Theatres Circuit, has assumed additional duties of manager of the circuit's Colonial, replacing Carroll J. Lawler, who has left the circuit. Latter's future plans were not disclosed. Lawler at one time was with Shea Enterprises, New York. . . . Weekday matinees have been resumed at the Palace, Torrington, Conn. . . . Ted Harris, State, was a New York business visitor.

Meadow Street

Shep Bloom, sales head, 20th-Fox, Philadelphia, has been moved up to branch manager, local exchange, to fill the vacancy made when Herman Hirschhorn died. Bloom had moved up to sales manager of the Philadelphia office last

June when Hirschhorn was transferred to New Haven to fill the spot left open when Ben Simon retired. Previous to that, Bloom was a salesman in Philly.

Henry Germain, Paramount branch manager, was up in Boston for a sales meeting at which district manager Johnny Moore presided. . . . Harry Rogovin, Columbia executive, was in town. . . . Irving Mendelsohn, United Artists branch manager, went to Chicago to attend the eastern half of the country sales meeting. . . . Sam Rosen, Rosen Film Delivery, was due back from Florida. . . . George Cairns, son of MGM salesman Ray Cairns, is attending Gettysburg College in Pennsylvania. Ray, Jr., other son of Mr. Cairns, is in the Air Force. . . . Ann Donner Cole, formerly of 20th-Fox, is now back again after an absence of several years. She's at Columbia.

James Totman, SW, went to Florida. . . . Adorno's Middletown Drive-In is expecting an early May opening. Screen tower, etc., for the 750-car outdoor theatre, is up. . . . Weather held up work at the Old Mill Drive-In, Southington, Conn., as well as others. Marquee sign and screen towers were installed. . . . Bridgeport Drive-In, Lockwood-Gordon Circuit, was reported scheduled for construction work. No date for the opening or name was announced. . . . Due to be a 650-car operation, Danbury Drive-In was to be the site of an Easter Sunrise Service. Reopening of this outdoor theatre was to be April 8, while the Sky-vue, Torrington, Conn., was to be unshuttered about April 2. . . . The Summit Drive-In, Branford, Conn., couldn't move in heavy equipment for the grading because of the spring rains, etc. However, some grading was done. This drive-in will have two separate screens when completed. The first section will have just under 1,000 cars. . . . Nearer the East Haven line, it was reported that a permit was obtained for a drive-in, but the area was quite small and it was believed that the owners were undecided as to their future plans for a theatre there.

The Derby High School class of 1955 wants its commencement exercises held in the Commodore Hull, the Board of Education was informed by members of the class at the regular meeting of the board held recently in the court room, City Hall. The class is not in favor of outdoor exercises, nor is it in favor of the New Irving School auditorium-gymnasium as the scene of the graduation exercises. The board voted to take under advisement the site for the commencement exercises. . . . Plainville Drive-In gave free lolly-pops to the kiddies at the opening.

Circuits

Loew Poli

Arthur Canton, Bob Stone, Charles Fellerman, Floyd Fitzsimmons, MGM, and publicity director Lou Brown were in Hartford for the premiere launching of "The Prodigal" float on its nationwide tour. . . . Division manager Harry F. Shaw was in Bridgeport, Hartford, and Waterbury, Conn. Mr. and Mrs. Shaw will leave for a cruise to South America.

Paul Ross, Universal-International, assisted with bally for "Revenge of the Creature" and "Cult of the Cobra" 3-D program, at the Majestic, Bridgeport; Poli, Waterbury; and Palace, Norwich, Conn. . . . Joe Mansfield, UA, was around the territory with exploitation aids. . . . "A Man Called Peter" screenings in Hartford, New Haven, and Springfield, Conn., were successfully promoted, Phil Engel, 20th-Fox exploitation, was in assisting. . . . Sympathy to the family of Edward F. Lavery, veteran Poli projectionist, Bridgeport, Conn., who died suddenly after collapsing on the street, was extended.

Connecticut

East Hartford

A. J. Bronstein, president, Meadows Family Drive-In Theatres, Inc., advises that the North Meadows Drive-In will open on June 1 with a capacity of 2,000 or more cars. The company plans opening more theatres in the future.

Hartford

Sid Kleper, Loew's Poli College, New Haven, was in town. . . . Allan Stewart, Parsons, and Mrs. Stewart are back from a Chicago vacation. . . . The Capitol, Waterbury, Conn., started a new dinnerware giveaway. . . . Harry Browning, district manager, New England Theatres, met with Ray McNamara, Allyn, here, and Jim Darby, Paramount, New Haven.

Sperie Perakos, general manager, Perakos Theatre Associates, had a two-week newspaper teaser ad campaign for reopening of the Plainville Drive-In, Plainville, Conn. . . . The Portland Drive-In, Portland, Conn., and Blue Hills, Bloomfield, Conn., resumed for the season.

Joe Mansfield, UA exploitation department, was in town ahead of "Purple Plain." . . . John McGrail, U-I exploitation department, came through in the interests of "Captain Lightfoot." . . . Lou Brown, advertising-publicity manager, Loew's Poli-New England Theatres, and Mrs. Brown checked in from a vacation in Texas and other southwestern points. Brown also attended an MGM Ticket Workshop in Dallas. . . . Joe Giobbi, Crown, was a New Haven and New York business visitor . . . Fred Greenway, Loew's Poli Palace, planted several nostalgic pieces in the local dailies on rebooking of "Camille," on double bill with "Executive Suite." Mrs. Greenway has been on vacation in Las Vegas, with her sister. She will visit Los Angeles before boarding a Hartford-bound train, according to Fred.

John McGrail and Paul Ross, U-I field exploitation force, supervised a 17-city Connecticut saturation promotion for "Revenge of the Creature."

Fred R. Greenway, Loew's Poli Palace, came up with a novel touch on revival of MGM's "Camille." He sent flowers to local drama critics, with attached note reading, "I Want to Be Alone. See 'Camille,' at Palace."

Some Stanley Warner circuit manager in Connecticut, Massachusetts, or New York, the territory supervised by zone manager Harry Feinstein, may win a two-week trip to England later in the year. All 38 managers in Feinstein's zone are participating in an April-through-June Stanley Warner Spring Festival. Top winner in the national circuit campaign will get the overseas junket. Other prizes are also being offered. Feinstein has been meeting with managers throughout the zone on the campaign, stressing attendance increase and showmanship. Other speakers include James M. Totman, assistant zone manager; James A. Bracken, contact manager; Joseph Liss, Nick E. Brickates, district managers; Elmer Hirth, Larry Lapidus, bookers; and Harry Goldberg, national director of advertising and publicity.

Ernest A. Grecula, formerly advertising and publicity director, Hartford Theatres Circuit, has joined Don Coppola Auto Sales, Westport, Conn., as sales representative. After leaving HTC, Grecula worked for the Walter Reade Theatres of New Jersey as manager, Paramount, Plainfield, Conn. His association with the film industry dates back 20 years. . . . The local angle continues to pay off in promotion. Jack Simons, Stanley Warner Palace and Rialto, South Norwalk, Conn., and Mike Adorno, assistant general manager, M and D Theatres, Middletown, Conn., discovered hometowners in the footage of "Battle Cry" and promptly contacted newspaper editors.

Mickey Alperin, general manager, Hartford Theatres Circuit, and Mrs. Alperin are back from an extended Florida sojourn. . . . Norm Levinson, ex-assistant manager, Loew's Poli, wrote friends from Minneapolis, where he is now serving as regional press representative for MGM. . . . The MGM touring promotion for "Glass Slipper" was on display in front of Loew's Poli for a day. Manager Lou Cohen got a number of newspaper breaks. . . . The E. M. Loew circuit has installed a CinemaScope screen at the Hartford Drive-In, Newington, Conn. Unit measures 120 feet wide and 45 feet high. Similar screen is being installed at the Farmington Drive-In, Bristol, Conn., according to George E. Landers, Hartford division manager.

E. M. Loew and Tony Sarra, E. M. Loew Circuit, were in town from Boston. . . . Construction on the E. M. Loew Bridgeport Drive-In is expected to be completed by June 1. The 500-car capacity project will cost over $250,000. Opening will bring to five the number of E. M. Loew drive-ins in Connecticut.

Manchester

Manchester Drive-In Theatre Corporation, headed by Bernie Menschell and John Calvocoressci, opened the ozoner for the season. New resident manager here is Henry Pardo, formerly with Lockwood and Gordon Theatres in Maine and New Hampshire. New features include a CinemaScope screen, measuring 100 feet wide and 45 feet high, as compared to previous unit, measuring 60 by 46, and additional equipment for warm food, including hamburgers.

New Britain

Edward McClosker has been named assistant manager, Stanley Warner Embassy, succeeding Robert Smith, named to a similar post at the SW Strand, Hartford.

Plainville

Livio Dottor, manager, Plainville Drive-In, gave away free lollypops to youngster patrons on reopening night for 1955.

South Windsor

The East Hartford Family Drive-In resumed operations.

Wethersfield

Plans for a drive-in, this Hartford suburb's first, were disclosed by Perakos Theatre Associates of New Britain, Conn., with application filed at the Zoning Board of Appeals for authority to build a 900-car project on the Silas Dean Highway.

New Hampshire

Ashland

Edward Doggett, manager, local theatre, donated some used chairs to the school board for use in the auditorium in the Vocational Building.

Center Ossipee

Earl T. Merrow, custodian, Center Ossipee, died suddenly at his home. He was employed at the theatre for 37 years.

Concord

The bill to bring motion picture apparatus under the property tax levy has been filed in the State House of Representatives.

Governor Lane Dwinell flew to New York for the Travelers Aid benefit premiere of Louis de Rochemont's "Cinerama Holiday." The governor took special pride in the sequence in the picture devoted to New Hampshire scenes. Producer de Rochemont is himself a resident of this state.

The Legislature of this state has laid on the table for printing the controversal bill that would require anyone wishing to construct a drive-in theatre with direct access to a state highway to obtain a permit from the Commissioner of Public Works.

Farmington

The Scenic ran its first Panoramic Kartoonascope show, featuring 20 Technicolor cartoons for only 25 cents for children.

Hanover

The Nugget had the help of the local Girl Scout Council in advertising a recent showing of "Mariners Ahoy." Lawrence Dimmick, manager, ran a special 10:30 Saturday morning showing.

Laconia

The Girl Scouts of Laconia were guests of Ralph Morris, manager, at the Colonial in celebrating the 43rd anniversary of the founding of the Girl Scouts of America. Morris arranged the film program for the party which ended with serving of ice cream.

Manchester

The Sally Zyla school of dancing was on stage in person at the Strand here recently in a Saturday and Sunday performance of "Let's Dance," from "Jupiter's Darling."

Meredith

"Honey" is being played every Friday night at the Key here. Many prizes are awarded.

Newport

Twenty-five free passes were given to lucky children for the special western and cartoon show at the Coniston.

The Coniston ran a half-page ad in the local paper advertising its showing of "The Long Gray Line." Because of the length of the film, matinees had to be started at an earlier hour than was usual.

North Hampton

Ronald Fucci, proprietor, North Hampton Drive-In, was fined $25 in Rockingham County Superior Court for causing a fire to be lit without permission.

Portsmouth

A special Saturday morning show for brave boys and girls, featuring two chill-arious movies, was run by the Arcadia. Two were admitted on one ticket, with the admission for one or two at 20 cents.

Officials conducting the investigation of the daring daylight holdup of the Civic here report that the description of the holdup man given by Alberta Maddix, cashier, tallied with that of a bandit who robbed the cashier of a theatre in Lewiston, Me., a few days before. She found herself staring at an ugly-looking gun when she went to hand back the change to an adult matinee customer recently. The gunman made off with $70 in rolled change and bills from the theatre receipts and has not yet been apprehended.

Rhode Island

Providence

Three surrounding drive-ins recently opened for the 1955 season. The latest to bow were the Route 44 Drive-In, Pike Drive-In, and the Somerset Family Drive-In. The latter inaugurated a brand new price policy, which is proving extremely popular. A charge of $1.25 for each car is levied regardless of the number of occupants. . . . Bill Trambukis, Loew's State manager, arranged a special premiere showing of "The Long Gray Line." Special invitations were extended to leading state and city dignitaries, members of the press, radio and television staffs, and religious leaders. . . . So encouraged was the Metropolitan management at the attendance at the first special Saturday morning kiddies show, despite the severe ice storm, that several more have been planned. The most recent offered two full-length features, 12 cartoons, and short subjects; the four-and-one-half-hour show being presented for only 10 cents. Adults had to pay 25 cents. Parents were evidently glad to get their "Angels" away from TV and out of the houses for an entire afternoon at the movies.

The Westminster Playhouse was the locale of the state premiere of "The She-Wolf". . . . The Met continues its policy of presenting the popular Eddie Zack stage shows Sunday matinees and evenings. It is the only live entertainment on tap in this area, insofar as theatres are concerned. . . . Announcement was recently made that Ringling Brothers-Barnum and Bailey's Circus would play this city next June. It will be the first local appearance in five years. . . . Harold C. Stanzler, well-known theatreman, has been appointed a member of the State's Industrial Code Commission for Safety and Health.

The Cranston Auto Theatre was the third nearby openairer to usher in the 1955 drive-in season.

Albert J. Siner, Strand manager, and Mrs. Siner recently anounced the engagement of their daughter, Eleanor DeLaRemee Siner, to Wendall Jefferson Flanders, Air Force, son of Mr. and Mrs. Melvin Hart, also of this city. Miss Siner is a graduate of North Providence High School. Her fiance, an alumnus of La Salle Academy, attended Providence College and graduated from the Rhode Island College of Pharmacy. He is now stationed at Shreveport, La. . . . Two more surrounding open-airers inaugurated their 1955 season. The Quonset Drive-In distributed free doughnuts to all patrons, and the Hill also opened.

In the face of loud and boisterous opposition, Nathan Winer, this city, and Christopher Williams, Hoxsie, R I., withdrew their petition to operate an open-air theatre in Norwood, R. I. An overflow crowd, bearing petitions from over 260 land-owners and residents living in the area adjoining the site of the proposed drive-in shouted its hostility when the application came up for consideration by the Town Council.. The applying partners, under the name W and W Associates, Inc., denied that the erection of the open-airer would create traffic problems or result in devaluation of property. In the face of the bitter opposition voiced, the petition was withdrawn. This latest petition was one of several attempts in the past few years to clear the way for construction of an auto-theatre in this section. None has met with success.

The Providence Visitor, official Diocesan newspaper, recently announced that it would no longer accept newspaper advertising featuring films rated by the Legion of Decency in the Class "B" category. Only pictures listed as A-1 or A-2 will be accepted in the future. . . . "The Long Gray Line" held for a second week at Loew's State. . . . A variety of novelty gifts for ladies are being distributed free at the Bay State Drive-In to encourge early arrival at mid-week performances.

NEWS OF THE Territory

New York City

Crosstown

MGM branch and district managers for the eastern territory under John P. Byrne's supervision met at the Astor Hotel for a discussion of recent production deals and forthcoming pictures. Attending were Herman Ripps, assistant eastern sales manager; Sol Gottlieb, metropolitan New York district manager; Lou Formato, Philadelphia district manager; Jack Goldberg, Albany branch manager; Benn H. Rosenwald, Boston branch manager; Jack B. Mundstuk, Buffalo branch manager; Phil Gravits, New Haven branch manager; Louis Allerhand, New York branch manager; and William A. Madden, Philadelphia branch manager.

Max Cohen, president, Cinema Circuit Corporation, has been sworn in as a member of the Manhattan Borough Permanent Advisory Committee. As such he will confer with the Borough President on serious problems and possible solutions in the fields of traffic, housing, highway improvements, etc. A pioneer exhibitor, Cohen operates a chain of theatres in Manhattan and other boroughs, including three on 42nd Street between Times Square and Eighth Avenue. As chairman of the 42nd Street-Times Square sub-committee of the Broadway Association, he is currently assisting in the formulation of a civic program for the midtown theatre area.

Joel Levy, out of town booker, Loew's Theatres, has returned from a Miami, Fla., vacation. . . . Sherlee Weingarten Lantz, story editor, Hecht-Lancaster Productions, releasing through United Artists, left for a month in Europe seeking literary properties for her company. . . . Richard Todd was in for the premiere of 20th-Fox's "A Man Called Peter," Roxy, sponsored by the Highland Fund of North America and the Caledonian Hospital, Brooklyn, N. Y.

New York University will honor alumnus Stanley Kramer at a special program and reception on April 11 to be held at Vanderbilt Hall in recognition of his achievements in film production. Excerpts from four of his films will be shown, and he will receive an official citation from the university. Kramer is presently releasing through UA. He received his bachelor's degree from the University College of Arts and Sciences in 19 3.

Leo F. Samuels, Buena Vista president, and Charles Levy, director of advertising and publicity left on a business trip to Memphis and Dallas.

With Tokyo slated as his first stop in an around-the-world tour, Norman Katz, executive, Associated Artists Productions, in charge of foreign theatrical and TV distribution, left. While abroad, Katz will not only complete sales of current American-made Associated Artists product to foreign outlets, but will also negotiate to acquire films made in other countries for theatrical and TV distribution here.



The Parent's Magazine award to 20th-Fox's "A Man Called Peter" was recently presented by Phil Willcox, of the magazine, to Spyros P. Skouras, president of the film company, while Mrs. Catherine Marshall, author of the book on which the film is based, looked on. The film had its world premiere at the Roxy, New York City.

"The Medium," the Transfilm produced motion picture adaptation of the Gian-Carlo Menotti stage play, has been nominated for an award at the Golden Reel Festival at the Waldorf Astoria April 4-8. The film entered 16mm. distribution this year and is competing with other theatrical films in the same category. . . . H. M. Bessey, executive vice-president, Altec Service Corporation, left for a tour of the southern states. . . . Following a series of conferences at local headquarters and attendance at the I.R.E. Show, A. A. Ward, executive vice-president, Altec Lansing Corporation, has returned to the Altec west coast plants.

New Jersey

Eatontown

In the expectation that the Federal Communications Commission will act favorably on its petition for Channel 8 in the near future, Station WRTV on Channel 58, the Shore Area's local television station, disclosed that it has requested permission from the FCC to suspend telecasting as of April 1, 1955. Walter Reade, Jr., president, Atlantic Video Corporation, the owners and operators of WRTV, said that the suspension was requested because "to continue a service in Ultra High Frequency which could not come up to a maximum potential for our area pending a favorable decision from the FCC on Channel 8 would not be to the best interests of our listeners or advertisers."

Newark

Raymond Holly has replaced Jules Stark, resigned, as manager, Capitol, here. . . . Mrs. Ethel Oxley, receptionist, Stanley Warner Jersey zone, has James Miller and Erwin Steinberg as her two office boy assistants. . . . Fay Radler, booking department, Eleanor Cole, and Betty Holland, contact department, Stanley Warner Jersey zone, celebrated birthdays this month. There was to be a world premiere of "Murder of Villa Capri" at the Embassy, Orange, N. J., last night (April 5).

New York State

Albany

A small but significantly clarifying amendment to the Noonan film license fees bill, passed by the Assembly 101-0, postponed action in the Senate for a week. The amendment inserted the word "entire" between "additional" and "copy" in the clause dealing with the charge by motion picture division, State Education Department, for prints. The measure provided that the fee be increased from three to four dollars 'for each one thousand feet or fraction thereof of original film," and from two to four dollars "for each additional entire copy of an original film for which a license or permit has been issued." Addition of "entire" made it clear that the charge for copies, or prints, was to be a total one, not on a per-thousand-foot basis, as currently is the case. The understanding here is that Motion Picture Producers Association backed the bill, because the all-over cost of censorship would be lowered. In fact, a representative of the Association so informed Senator Fred L. Moritt, Brooklyn Democrat and industry champion, when he called on Moritt to explain the measure's objective. Meanwhile, the State Education Department, through counsel Charles A. Brind, Jr., indicated that a memorandum in opposition would be filed with Governor Harriman if the bill passed the Legislature. The Budget Division was believed ready to take similar action.

Daylight saving time will be mandatory throughout New York State, from the last Sunday in April to the last Sunday in October, if Governor Averell Harriman



At the recent New York City meeting of Allied Artists officials with exhibitors, and at which progress reports of the company were made, were at the head table, left to right, John Flinn, AA national director of advertising and publicity; Roy Brewer; Al Crown; Lloyd Lind; Norton V. Richey; president Steve Broidy; Leonard Goldenson; William F. Rodgers, AA advisor; Edward Morey; Earl Revoir; Harry Goldstein; and Nat Furst.

signs the Williamson-Brook bill. The Assembly passed it, 117-30, after a sharp debate. In doing so, the Lower House concurred in Senate action taken five weeks before. Upstate Republican assemblymen opposed the measure on the ground it would cause hardship to farmers. Assemblyman John R. Brook, Manhattan Republican, defended the proposal, explaining its intent was to achieve conformity with neighboring states.

Associated British Pictures, Inc., has been authorized to conduct business in New York. Capital stock is 200 shares, no par value. Attorneys are Friedman and Bareford.

A new captain, Clayton Pantages, is at the helm in the 20th-Fox exchange. He advanced from salesman to manager when Nat C. Rosen moved to the larger Pittsburgh branch in the same capacity. Rosen had been a successful Albany manager for three and a half years, with the company, 25 years. He came here from a sales post in Philadelphia. Pantages arrived on the local scene about two years ago, after previous service in the Boston, New Haven, and Buffalo offices. He started as a student booker in Boston.

A $1,050,000 treble damage anti-trust suit against nine major distributors, three Fabian, two Warner, and two Hellman corporations was filed in U. S. District Court at Utica, N. Y., by Capitol City Theatre Corporation, which operated the Eagle, here, from July 1, 1944, to April 1, 1951. The complaint, drafted by attorney Jacob M. Olshansky, alleged that as a result of an "illegal monopoly, conspiracy, and unlawful acts" by defendants, plaintiff was forced to sell the neighborhood subrun house. All Albany theatres were, in effect, covered by the action, including two now closed, Royal and Paramount. Fabian Theatres Corporation, Fast Theatres, Inc., and Copia Realty Corporation were the Fabian units made defendants; Warner Brothers Circuit Management Corporation and Stanley Mark Strand Corporation, the Warner companies. Albany Royal Theatre Corporation and Patroon Theatre Corporation were the Hellman concerns named. Paramount, Loew's, Warners, 20th-Fox, Universal-International, Columbia, RKO, and United Artists were the distributor defendants targeted in the complaint.

Legalization of bingo, proposed via constitutional amendment in McGahan-Savarese bill, would adversely affect small town and neighborhood theatres and would close some of them. So Senator Harry K. Morton, Hornell Republican, declared in Upper House debate preceding adoption of the measure by a vote of 48 to 8. Morton added that such closings would be felt across the country. Steuben County theatres were "among the first to offer congratulations" when the legal ban on bingo was enforced, Senator Morton revealed. He questioned whether Governor Averell Harriman had considered the adverse effect of bingo's legalization on the amusement industry. The Governor is represented as favoring a quicker approach to such legalization, via a bill removing the penalties for playing bingo in New York State.



Kirk Douglas recently took the oath as a member of the Albany, N. Y., Variety Club, with former chief barker Harry Lamont left, performing the administrative duties. Douglas, a native of nearby Amsterdam, N. Y., was in the city for the premiere of U-I's "Man Without A Star," Strand.

Buffalo

William Graham, 20th-Fox office manager and city salesman, has been promoted to the post of office manager at the Boston exchange it was announced in a home office bulletin.

Drive-ins set to bow on March 31 were Aero Broadway, Buffalo, Delaware, Skyway Lakeshore, Skyway Niagara, Park, Sheridan, Star, and Wehrle. The latter outdoorer is opening for the first time this season. It is said to be among the most modern open-airers.

All ladies accompanied by a sailor in uniform were admitted free on opening day of "Hit The Deck," Shea's Buffalo. Ad-publicity chief Ed Meade, Shea Circuit, played up the idea big in all his advance ads and also got a lot of publicity on the gag. Meade also arranged to place special posters on all the A-boards put out by the local Navy Recruiting Office. . . . Congratulations are in order for Phil Todaro, advertising manager, Century, who was awarded $10 for providing suitable promotion ideas for "Underwater," a recent box office winner in the downtown Buffalo first-runner.



"Genevieve," the J. Arthur Rank Organization's film released by U-I, recently received an award of merit as "The best British film of 1954" from the Foreign Language Press Film Critics Circle in New York. Leslie B. Roberts, Rank executive, is seen receiving the award from Sigmund Gottlober, executive director, FCC, as Dr. Nathan Swerdlin, left, editor, "The Day," and Dr. Leopole Obierck, right editor-publisher, "Polish Times," look on.

Joseph Zebrun, former manager, Apollo and Strand, two community houses, is manager, Dipson's Amherst. Zebrun constantly is tieing-up on promotion stunts with the large number of merchants in the big shopping plaza of which the Amherst is a unit. . . . Richard T. Kemper, zone manager, Dipson Circuit, was chairman of the decorations committee and a member of the reception committee for the Spring Get-Together Luncheon and Ernie McClung Memorial, staged by Buffalo Bill Tent, Circus Saints and Sinners Club, in the Statler.

George Murphy, MGM star, will appear at the MGM Ticket-Selling Workshop, according to word received by Jack Mundstuk, MGM exchange manager, who has received a large number of acceptances from exhibitors in all parts of the territory. The Workshop will be staged on April 18. Exhibitors will be luncheon guests of Coca-Cola. Mundstuk will open the workshop and will introduce Mike Simons, MGM's director of customer relations, who will preside.

A large number of clergymen attended the two western New York previews of "A Man Called Peter," one in the Webster, Rochester, and the other in Dipson's Amherst. The previews were set up by 20th-Fox manager Charles B. Kosco and were sponsored in each case by the area Federation of Churches.

A crowd of Barkers that filled the headquarters of the Variety Club heard an exciting talk by Bill Mazer, popular sportscaster. Dave Cheskin and Richard T. Kemper, Tent Seven entertainment committee, arranged the affair. . . . The Amateur Cinema Club of Buffalo held its 21st anniversary banquet in the Hotel Sheraton. "The Tenderfoot," an amateur movie by Ralph O. Land, Seattle, was shown following the banquet, and awards were presented for the best amateur films.

Among the local industryites who recently were guests at parties thrown by Mrs. Joseph A. Schuchert, Jr., at Miami Beach, Fla., were Mr. and Mrs. George J. Gammel, Mr. and Mrs. Menno Dykstra, and Mrs. Charles Hayman. Gammel is head, Gammel Circuit, and a former president, MPTO of N. Y., western zone. Dykstra operates the Glen, Wiiliamsville, and Mrs. Hayman is the widow of Charles Hayman, who founded the Hayman Theatres in Niagara Falls and for many years operated the Lafayette, here. Mrs. Schuchert is the wife of the son of the late Joe Schuchert, distributor pioneer who in the early days held the old First National franchise in the area.

When Kirk Douglas visited to do some tub-thumping for "Man Without A Star," Basil's Lafayette, Bill Brereton, Basil ad-publicity chief, arranged to tie the star in with some local personalities. One was 12 year old Jackson C. Frank, one of the survivors of the Cleveland Hill school fire and another was Mary Ann Howard, the Courier-Express Unit candidate for queen of the Buffalo Newspaper Guild Ball. Mayor Pankow presented the star with the key to the city, and Brereton arranged a busy day for the popular player on radio and TV.

Margaret Hayes, the traveling saleswoman from MGM, was in promoting Shea's Buffalo attraction, "The Blackboard Jungle."

Carl E. Bell, manager, Perkins Theatre Supply Company, Inc., is putting CinemaScope equipment in the following drive-ins, Aero, Broadway, and Park, here; Altoona, Altoona, Pa.; Fairview, St. Mary's, Pa.; Lakewood, Lakewood, N. Y.; Star and Lawrence Park, Erie, Pa. Francis Tate has placed an order with Perkins for wide-screen equipment in his three theatres, the Wilson, Wilson, N. Y.; the Newfane, Newfane, N. Y.; and the Phelps, Phelps, N. Y.

Elmer F. Lux, head, Darnell Theatres, and president, Buffalo Common Council, has been named chairman, civic affairs committee, Greater Buffalo Advertising Club. The committee has set up assignments for the Ad Club Trick at the USO in the New York Central terminal until next February. . . . Warren F. Hardy, who at one time was a vocal soloist with the Shea's Buffalo orchestra, and who has kept up his solo work through the years with various organizations like the Greater Buffalo Advertising Club has been appointed general manager, Emerson Radio and Phonograph Company factory branch.

Bob Bradley, popular WKBW personality, has a wife who is expectin' in the Bradley mansion in East Aurora, and Bob is putting a contest on the air offering prizes to those who guess closest to the exact date of the arrival. Among the prizes will be guest tickets to see "A Man Called Peter," which opens April 8 in the Paramount.

Stu, son of Helen and Ben Hample, has become engaged. Amie Block is the lucky girl. A June wedding is planned. Helen and Ben are Variety Club enthusiasts. They are receiving congratulations on their 35th wedding anniversary. . . . New members of the Variety Club are Peter Becker, Joseph Denzak, Sarah Kallett, Billy Katz, Margaret Irwin, Nan Saperston, Edythe Tanner, and Katherine Zeller. . . . The current issue of "Broadcast," the Variety Club of Buffalo newsletter, selects Gus and Mary Basil as its "Who's Who of the Month," and says, "In case you don't already know, Gus is the founder of the Basil Theatre Circuit. It's so nice to have a husband and wife team vitally interested in and working actively for Variety. Gus and Mary have worked hard during all our fund raising campaigns and particularly in our recent cerebral palsy collection container drive."

The date for the Tent Seven Dave Miller Testimonial, originally set for April 25, has been cancelled, and a Variety Club committee is trying to arrange a new date for the affair, which will be held in the Buffalo Statler. . . . Advance sale of reserved seats for Cinerama in the Teck is a big one, and general manager Paul Swater is greatly pleased, especially over the reservations coming in from cities along the Canadian border.

Malone

Jim LaFarr, Schine's Malone, had an Easter fashion show on his stage. The show was called "Guys and Gals" and there were about 50 models. A sponsoring store gave out prizes.



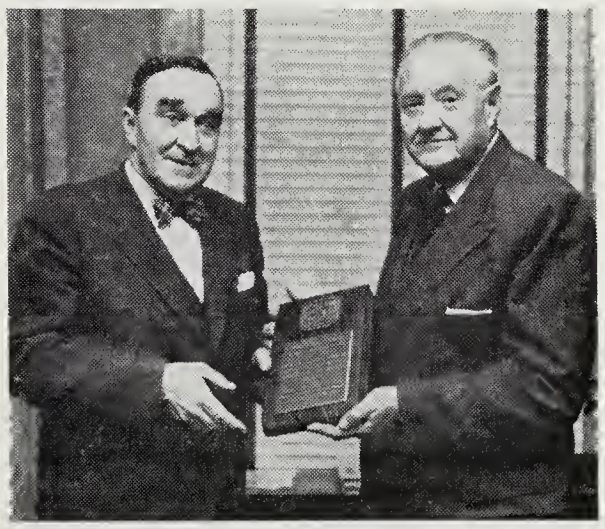
Keeping in step with the local Chamber of Commerce's annual Cavalcade of Progress exhibition at Asbury Park's Convention Hall, Ted Gaertner, a member of the exhibition committee and manager, Shore Drive-In, is seen at the theatre's specially erected booth display at the recent exposition. He took the opportunity to announce the drive-in's newly installed CinemaScope screen. The Shore, Eastern Management Outdoor Circuit, recently reopened for the 1955 season.

Mt. Vernon

George Cameron, manager, Schine's Vernon, sold his Safety Club deal to the Home Grocers, Inc., which means a rental on the seventh week, May 14. The local police are cooperating by signing the membership slips, and the children will get them from the department. In connection with this rental, Cameron also promoted from Home Grocers a 16 cubic foot freezer, plus four months' supply of foods for a family of four. This will be given away on May 18 and the only way tickets can be secured is with the purchase of an adult admission to the theatre April 20 through May 18.

Oswego

Harry Wiener, manager, Schine's Oswego, held a "Big Four" show for youngsters for Easter consisting of special feature subjects, cartoons, 50 baby rabbits, 150 chicks, and three puppies as prizes.



The Christian Herald, in association with the Protestant Motion Picture Council, recently presented its May, 1955, "Picture of the Month" award to James K. Friedrich for his Century Films production, "Day of Triumph." Here the bronze plaque is being presented by editor Dr. Daniel A. Poling to George J. Schaefer, right, distributor.

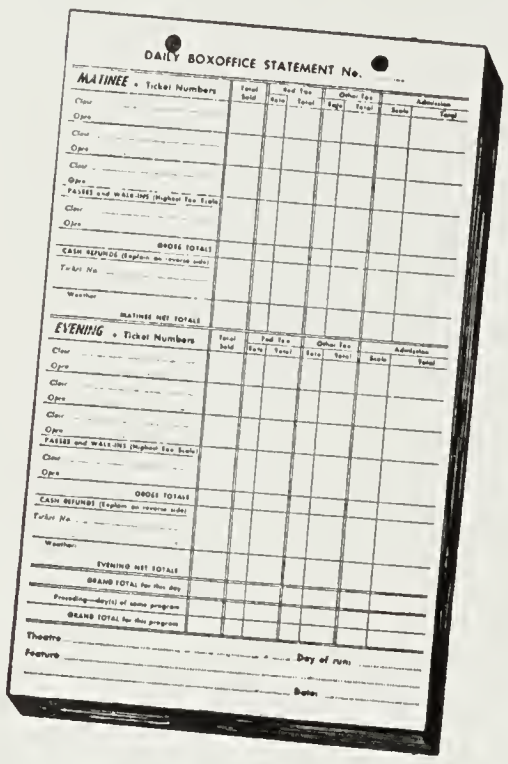
Watertown

Bill Lavery, Schine's Olympic, tied the Marine Corps League in to his engagement of "Battle Cry" recently very effectively, and got wonderful support from them. He built up a military premiere and as a highlight secured the appearance of Marine Major William M. Streeter, who trekked up from Albany especially for the event. The Major appeared on the stage surrounded by many marines in various uniforms, with a color guard, some home on furlough, local dignitaries, etc. To get femme interest, a girl was picked from 12 big stores in town to appear on the stage as "Sweetheart Of The Marine Corps League." Lavery promoted flowers for the event and also had a lobby display of weapons, Japanese souvenirs, etc., the focal point of which was a special electric display showing the actual, cutaway workings of an M-1 rifle. The local marines transported this from and to Syracuse. Further, a group of naval pennants was secured from the Naval Reserve to dress up the marquee. The Marine Corps League made up a theatre party for opening night, getting all dressed up for the occasion, inasmuch as the film was dedicated to their organization in theatre ads, etc. The visiting major was principal speaker at a dinner given in his honor by the Marine Corps League at noon. In the afternoon, he addressed a meeting of the local chapter of the National Defense Committee, following which he made a tape recording at the local radio station, which was played back later in the day. He also made a TV appearance and then appeared at the theatre. Everything was promoted for this event.



BOXOFFICE STATEMENTS

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EYEING THE Exchanges

NEW YORK — Student booker Tom Kneitel, UA, held a birthday. . . . Fritzi Greene, UA clerk-typist, disclosed that her daughter, Carol Ann, was in a show for Young Judea. Fritzi's son, George, was to be inducted into the Army. . . . Assistant RKO cashier Angi Mazzei was home ill. . . . Secretary Sadie Barnett, RKO, is recovering from her operation and may be back at work shortly.

Booker's assistant Sylvia Weiss, 20th-Fox, has expectations of becoming an aunt for the fifth time in July. . . . Jury duty was taking up the time of 20th-Fox salesman Moe Kutz. . . . Division manager's secretary Frances Singer, 20th-Fox, is anticipating the arrival of the stork in August to her daughter Marny. . . . MGM booker's clerk Elizabeth Hoffman has been out ill. . . . Salesman Bob Kraus, MGM, is nursing sore muscles attained during a recent Vermont skiing trip. . . . A new clerk-typist at MGM is Carolyn Wynder. . . . The daughter of MGM inspectress Carmella Vlano is to be married June 5.

U-I cashier Walter Bernard was in the hospital for an appendectomy. . . . Typist Jackie Campbell has left U-I. . . . Inspectress Rose Furr, U-I, celebrated her birthday. . . . The Columbia crowd held a party at the home of Francis Taylor. . . . Condolences to Kitty Bernstein, Columbia, on the loss of her father. . . . Nat Cohn, Columbia district manager, recently returned from Florida. . . . Marty Pelberg, Columbia booker, was swamped with cards on his recent birthday. . . . Jerry Schpiro, Business Education, entertained out-of-town friends. . . . The daughter of Ben Krakower, Business Education, has become a permanent resident of Florida.

A birthday was marked for Abe Dickstein, branch manager, 20th-Fox. . . . Booker William Clarke, Warners, has become a new member of the Bookers' Club. . . . Harold Klein, J. J. Theatres, is back to work after minor surgery. . . . Former RKO Albany booker Murray Weiss was in town recently.



This boxoffice lineup at the Trans-Lux 52nd Street New York City, where "Doctor In The House" broke a recent weekend record in the fourth week of its run, attests to the popularity of the J. Arthur Rank film being released by Republic.

COLUMBIA—The brother of contract clerk Francis Taylor plays on the Brookfield basketball team and is the top scorer this season in the Lake Erie Basketball Conference. . . . Biller Gertrude Englander was on vacation in Florida. . . . A birthday for Seymour Berkowitz was marked. . . . Student booker Hal Ruyster's brother was recently elected captain of the Lehigh University track team. . . . Freddy Rover celebrated a birthday recently.

RKO — The smell of fresh paint is in the air. . . . Secretary Sadie Barnett is back at work. . . Richard Kohn is becoming proficient at the switchboard. . . . The offices of district manager Len Gruenberg and sales manager Herman Silverman are in the process of being repapered.

UA — The company softball team will soon be graced by the presence of booker Dave Nathan. . . . Steno-typist Rachel Yahia recently met TV star Sam Levenson at a B'nai B'rith lodge meeting. . . . A four door, hard top, salmon and grey Oldsmobile is now the property of steno-typist Barbara Schwartz. . . . Student booker Tom Kneitel is doing publicity work for the N. Y. U. Motion Picture Club.

REPUBLIC — Switchboard operator Irene Anastasio marched in the Greek Independence parade. . . . Condolences to salesman Jared C. Millan upon the death of his mother-in-law. . . . Biller Claire Levine is to be married on June 4. After a honeymoon in Coral Gables, she'll be back at Republic.

MGM — The father of film inspectress Catherine Schwartz recently passed away. . . . Inspectress Louise Brunett celebrated her birthday by treating the office to Easter eggs. . . . Charlotte Cowan is driving her Eskimo dog around in a new Chevrolet. . . . Shipper Greg Magliano is home ill.

20TH-FOX — Former employee Jerry Goldstein bought a home in Freeport, L. I. Aunt Bess Goldstein Allen visited him. . . . A luncheon was recently held at the Picadilly Hotel to celebrate the March birthdays of Terry Cervoni, Jeanette Wagman, and Mildred Guido. . . . A birthday was marked for Helen Schwartz, bookkeeper. . . . The sister of biller Lillian Kahn was in the hospital awaiting an operation.

RAMBLIN' 'ROUND — Paramount office manager Nat Stein is expanding his quarters. . . . Secretary Rita Levy of Warners was home due to illness. . . . Elissa Goldstein is a new cashier clerk at Warners. . . . Booker Hand Feinstein, AA, went to Lakewood for a weekend. . . . David, the son of Business Education's Jerome Schpiro, was designated as audio-visual director of his class. . . . Sidney S. Kulick, Bell, went to Buffalo for 10 days. . . . S. S. Krulberg, Principal, returned from Florida after a five weeks stay. . . . Principal's next two releases will be "Spellbound" and "The Paridene Case." . . . The boy friend of U-I typist Sandy Sterling is coming home on leave in April. . . . Cashier Walter Bernard, U-I, is out of the hospital and may be back at work soon. —D. T.

NEWS OF THE Territory

Philadelphia

Crosstown

The former Metropolitan Opera House, more recently known as the Met, was acquired by a national evangelistic group for its headquarters from Jimmy Toppi Sports Enterprises, Inc., for $250,000. On several occasions the theatre was used as a vaude-film house.

Jack Beresin is chairman of the "All Star Roundup For Nephrosis" to be held at Convention Hall on April 30. More than 15,000 children and their parents are expected to be present at a special show featuring Rex Trailer, cowboy star, and an array of stars of TV, radio, and motion pictures. This special event will climax the nationally parent-sponsored Nephrosis Foundation drive for research funds.

Vine Street

Eddie Rosenbaum, retired publicist, celebrated his 71st birthday and received the thrill of his lifetime by receiving a membership card in ASCAP. Not many knew that many years ago he was the author of many songs including "I Know I'm Not You're First Sweetheart; But Let Me Be Your Last."

Dave Rosen, whose independent distribution exchange is being redecorated, is enthused over his having area distribution of Alec Guinness' "Paris With Love," which goes into the Studio. He also has on his list "Death Tide" and a new English-made horror combination.

Lou Formato, MGM district manager, and William Madden, branch manager, attended a sales meeting conducted by company heads at the Astor Hotel, New York City, and a discussion of recent production deals made with Sam Goldwyn and Sol C. Siegel, and future releases.

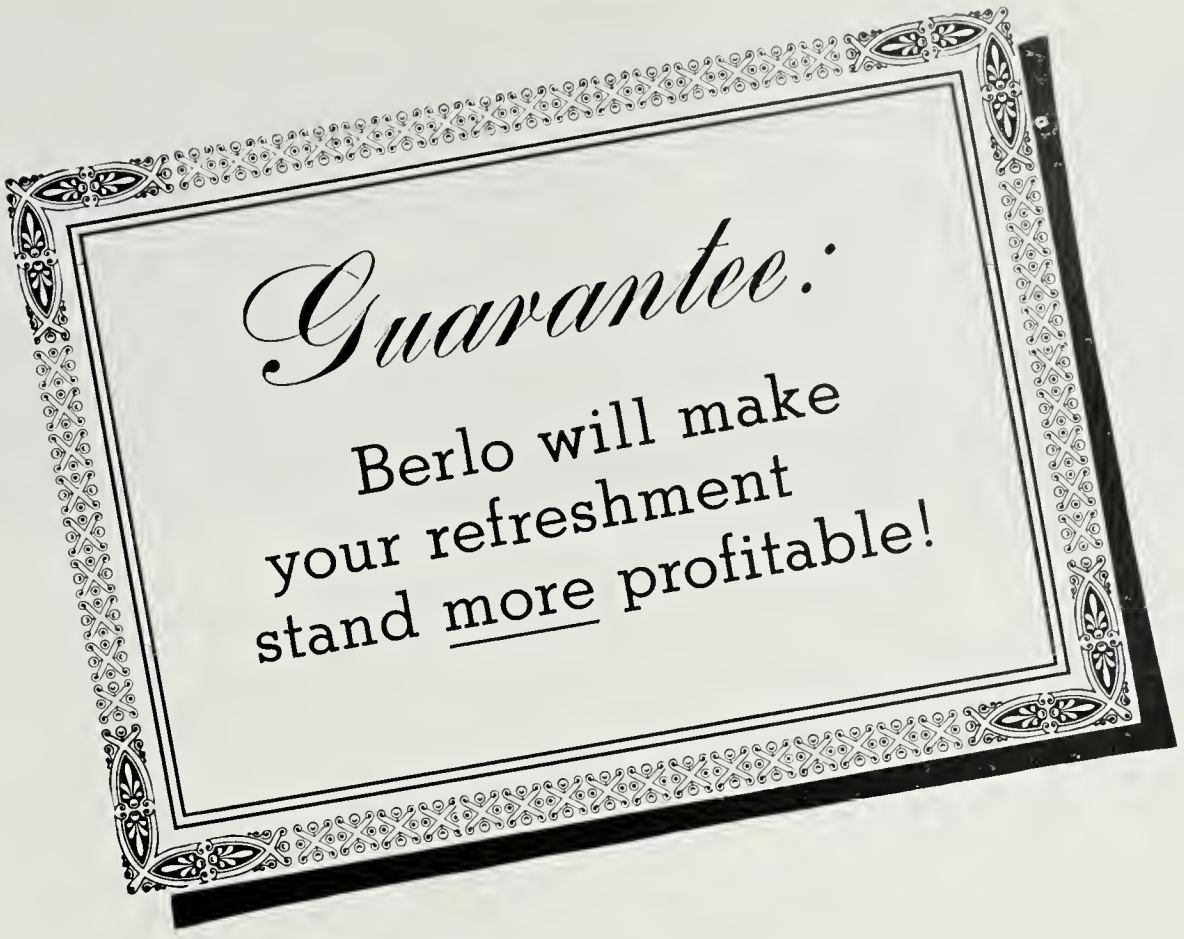
Several non-union projectionists with experience and state licenses have registered with MOTION PICTURE EXHIBITOR and are desirous of obtaining work in drive-ins. For information kindly contact the publication.

The Screen Guild staff were happy over Filmakers' "Crashout" being set for the SW Stanley Easter attraction.

Joe Antner, Rich-Art Sign Company, his wife and son are flying to Florida for a week's vacation.

The bookers at Warners are personally backing the Norman Moray Silver Anniversary drive to take place in May by urging 100 per cent exhibitor cooperation.

Triangle Sign Company was given a Spring coat of paint. . . . Jess Vandevere, Triangle Sign, was a virus sufferer.



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Seen at the recent special screening of 20th-Fox's "A Man Called Peter," Fox, Philadelphia, were, left to right, Dr. Oliver B. Gordon, Christian education executive, Philadelphia Council of Churches; Mrs. Zella Fromuth, Audio Visual Council committee of the same organization; Dr. Warren C. Johnson, president, Philadelphia Council of Churches; Frank Buehler, A. R. Boyd Theatres; Dr. H. Hoeltzel, chairman, Audio-Visual committee, Philadelphia Council of Churches; Dr. Howard Kerschner; Pastor Henry Luffberry, Tabernacle Lutheran Church; and Harold Seidenberg, managing director, Fox.

Alvan Milgram, son of Nate Milgram, DeLuxe Theatre Buying and Booking Service and DeLuxe Premiums, was married to his secretary, Eva Jacoby on April 3.

Jack Jaslow, local distributor, "Game Of Love," is enthused over the booking of the French-made film into the SW Commodore and SW Lane.

Benny Harris, American Film, was still hobbling around with his broken toe in a cast. . . . The Sablosky et al vs Paramount et al anti-trust suit still went on in U. S. District Court before a jury and Judge Allan K. Grim.

District of Columbia

Washington

All managers in the zone, which covers District of Columbia, Maryland, and Virginia, attended a special meeting called by George Crouch, zone manager, to discuss the coming Stanley Warner Spring Movie Festival. The day was devoted to discussion of bookings, advertising, and promotion. Speakers were Frank La Falce on advertising, promotion, and "Cinerama"; Louis F. Ribnitzki, bookings; C. E. McGowan, expenses; A. Julian Brylawski, real estate; E. N. Read, maintenance and repairs; Alton J. Pratt, projection and new scopes; and district managers Harry E. Lohmeyer and Charles Grimes on field problems. Attending managers were, from here: Sidney Hoffman, Metropolitan; Julian Lewis, Ambassador; Raymond Burch, Tivoli; Kenneth R. Davis, Uptown; Robert H. Campbell, Avalon; Emanuel C. Costolo, Beverly; George Sadler, Calvert; Walter Canon, Central; Ernest Wells, Kennedy; Edward Camp, Penn; Roy Sherman, Sacoy; Philip Rinaldi, Sheridan; Claude Land, Silver; and Frank Sobotka, Takoma; from Virginia, Frank Shaffer, Dixie and Strand, Staunton; Don Nichols, Masonic, Clifton Forge; Edward Purcell, Virginia, Harrisonburg; Ralph Daves, State, Lexington; Lamar Keen, Capitol, Winchester; Henry Clark, Warner, Lynchburg; and from Maryland, Rodney Collier, Stanley, Baltimore; Claude Poole, Colonial, Hagerstown; and George Payette, Maryland, Hagerstown.

Richard King, electrician, Palace, is acting business agent for Local 22, IATSE, while William Bennett, business agent, and family are vacationing in Florida.

Jerome Baker, managing director, RKO Keith's, is busy working on "Run For Cover," next attraction.

COLUMBIA—Sid Zins, publicity, is back to work after a bout with virus. . . . Tessie Buracker, inspectress, is on the sick list. . . . Helen Cornilus, inspectress, was ill. . . . Bill Wilson, shipper, returned to work after a siege of intestinal grip. . . . Marty Kutner and Jimmy Whiteside are sporting new company cars. . . . Dean Katuris, salesman, and family spent the weekend in New York visiting family and friends.

Danny Weinberg, Weinberg Circuit, Frederick, Md., was in town to visit with Harley Davidson whose Independent Booking Service does his booking and buying. . . . Sam Ellets, Dentonia, Denton, Md., visited his son Allen, who is a student at Maryland University.

— T. C.

Delaware

Wilmington

A final decree closing the estate of M and S Amusement Enterprises, Inc., was entered in the U. S. District Court reorganization proceedings by Chief Judge Paul Leahy following sale of the drive-in to the A. M. Ellis Theatres Company. Vincent A. Theisen, attorney for M and S, informed the court at the hearing on final decree that the owners planned to liquidate the M and S firm.



J. J. Fitzgibbons, president and managing director, Famous Players Canadian, chats with star Danny Kaye on the set of "The Court Jester" at the Paramount studio, Hollywood, on a recent visit. Flanking the Canadian theatre executive are Adolph Zukor, right, and executive producer Don Hartman.

Maryland

At the annual meeting of the Allied Motion Picture Theatre Owners of Maryland, Inc., the following new officers were elected, C. Elmer Nolte, Jr., Durkee Enterprises, presidnt, Meyer Leventhal vice-president; and J. L. Whittle treasurer. Whittle is chief barker, Baltimore Variety Club. The new board includes Leon B. Back, Jacob Levin, J. Stanley Baker, J. Robert Griver, Milton Schwaber, H. R. Womrna, Dom M. Delauney, George Walker, Russell Hildebrand and Eddie F. Perotka.

20th-Fox — Mary Ellen Anderson, cashier, has resigned. . . . Charlotte Young and Janet Brown are the new girls. . . . Buella Judkins celebrated a birthday. . . . Ira Sichelman, branch manager, and family have returned from a vacation. . . . Adrian Awan, home office publicity department, is in town working on campaign of "Man Called Peter." Awan is busy making arrangements for special screenings with local church groups. "Man Called Peter" will open at Loew's Palace on April 7. . . . Sara Young's son, Dick, is now a booker in Albany after training with 20th-Fox in New York.

Matthew Robert Rappaport, actively engaged in the operation of the Hippodrome, Town, Little, and Film Centre with his father, Isador M. Rappaport, is to be married July 20 to Miss Ellen Marx, daughter of Mr. and Mrs. David Marx, Jr., Atlanta. The bride-to be is a student at Groucher College, here. Wedding ceremonies are to take place in Atlanta. . . . Freddie Schmuff, Durkee Enterprises executive staff, took time out for goodbye to his son, Gilbert, who departed for Army duty in Germany.

Funeral services were held for William Houch, former projectionist, Harford. He died following a lengthy illness. . . . Irving Cantor, Hippodrome's manager, and Richard DiZon, manager, Town, have returned from a trip to Albany, N. Y. . . . William Downey, Town assistant, is recovering from a severe spell of grippe.

Joseph A. Liberto, Jr., assistant manager, Stanley, was among the greeters for Italy's Princess Maria Del Drago when she appeared at the theatre in connection with the ANTA Album and CARE closed circuit TV show. The Princess represented Boys Town in Italy. . . . George Crouch, Stanley Warner zone manager; Charles Grimes, district manager; and Al Pratt, chief, sound department, were in for the ANTA Album show.

Exhibitors are expressing sympathy to the family of John "Jack" Cosgrove, veteran newspaper man and assistant film critic, Baltimore News-Post, who died at Union Memorial Hospital following a brief illness. — G. B.

Leonardtown

Dorothy Mattingly, New aide, has recovered from the flu and has returned to work. . . . Mr. and Mrs. John Levy, former employees, Park and Plaza, Lexington Park, Md., became the proud parents of a baby daughter born at St. Mary's Hospital . . . Ray Hall, former aide, Southern Maryland Theatres in St. Mary's County, who recently resigned to become a supervisor for Berlo Vending Company, is doing nicely in his new post. He lives in Lexington Park, Maryland.

Pennsylvania

Green Castle

Nate Milgram, DeLuxe Theatre Buying and Booking Service, Philadelphia, is now servicing the State.

Harrisburg

In bally of "Gangbusters," John D. O'Rear, manager, Colonial, conceived the idea of presenting Joe Bianco, police reporter, and Sergeant L. D. Jenkins, State Police, with the Philip H. Lord's Gangbusters' Award of Merit. Bianco's story was recently presented on the "Big Story" TV show, and Jenkins had conducted the investigation that was dramatized. A three-column picture showing manager O'Rear presenting the certificates was carried by The Evening News.

MGM's huge glass slipper, advertising "The Glass Slipper," was displayed. After a day in the city it moved on to Reading. The slipper is mounted on a jeep-powered float and attracted widespread attention about the city, although the Police Department refused permission to park it in front of Loew's. . . . A contest conducted by manager John D. O'Rear, Colonial, in conjunction with the showing of "Davey Crockett," proved most popular. Upwards of 70 youngsters participated in the dress-up competition. They appeared on stage, and the winners were selected by the audience. Prizes included baseball gloves, wrist watch, records, kites, and bicycles. The grand prize winners appeared on TV.

For "Big House, U. S. A.," manager William Riding, Loew's, and his assistant, Ken Steckline, arranged extensive radio and TV tieups and put on a street stunt that was the talk of the town. They had a youth dressed up like a convict on the street passing out gag $10 bills.

Censors Suffer Setback In "Game Of Love" Case

BALTIMORE — The Maryland State Board of Motion Picture Censors took another reversal when Chief Judge Emory H. Niles in Baltimore City Court ruled that the film, "Game Of Love," is not "substantially to arouse sexual desires."

This ruling by the court is probably the final instance involving the present chairman, Sydney R. Traub, whose regime has been marked by numerous court decisions reversing the board's interpretation of indecency and other moral delineations.

Traub was not reappointed by Maryland's Governor Theodore McKeldin, and his successor, Mortono Goldstein, a Baltimore lawyer, takes over the chairmanship on May 1.

Judge Niles upheld the appeal of Times Film Corporation, New York, in declaring that although it "may be fairly contended that the film is based upon a narrative of improper conduct, it does not, in the opinion of the court, constitute an incitement to such conduct."

One of the interesting aspects of the case is that both sides accepted the definition of obscenity contained in a Senate bill now pending before the Maryland General Assembly in Annapolis. The bill declares that "a motion picture film or view shall be considered to be obscene if, when considered as a whole, its calculated purpose or dominant effect is substantially to arouse sexual desires, and if the probability of this effect is so great as to outweigh whatever other merits the film may possess."

The front of the Senate was really dressed up for the double bill, "West of Zanzibar" and "Destry." Manager Bernard J Bispeck conceived a real jungle effect complete with that box office. . . . In promotion of "The Man Without A Star," Senate manager Bispeck arranged with the Bantam Book Company to display posters on their seven trucks advertising the film over three weeks in advance of the showing. The company also placed window cards throughout the territory. In another tie-up, with Lever Brothers, the theatre will give away three bars of Lux soap to the first 300 customers on opening day, April 9. Signs advertising the film were also in food stores throughout the area.



John Roach, manager, SW Stanley, Philadelphia, looks on as Fred Bennett, center, popular WPEN disc jockey, recently awarded an Olympic television set to Mrs. Walter J. Byrne, Philadelphia, as first prize winner in Columbia's "The Long Gray Line" word game contest conducted by the station in conjunction with the showing of the film at the theatre.

Reading

Just about the time managers of drive-ins were planning to start repairs and cleanups of their grounds, with favorable weather, March conditions turned wintry again. A three-day wind storm, reached a high velocity at times, stopped outdoor work and did further damage to buildings and screens. . . . Paul E. Glase, general manager, Fabian interests here, announced the reopening of the Reading Drive-In. A new CinemaScope screen has been installed. Free prizes and novelties were offered opening night patrons. . . . The Mount Penn Drive-In will be opened later in the month.

A horse-race betting legalizer for 1955 is still a possibility in the Pennsylvania

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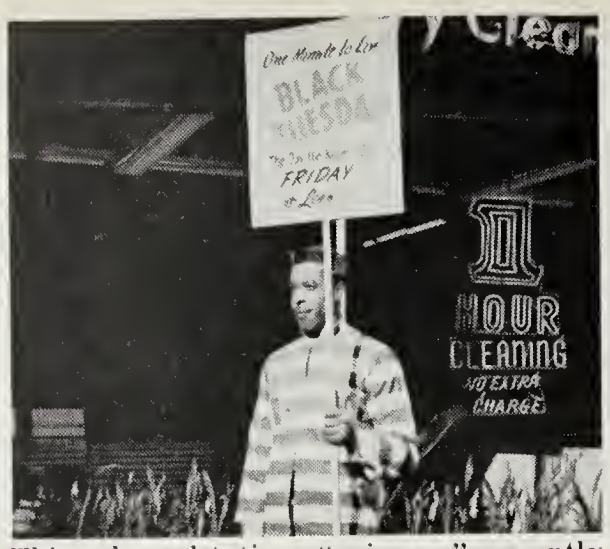


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This placard-toting "prisoner" recently patrolled down-town Harrisburg, Pa., to break the news of the opening of United Artists' "Black Tuesday," Loew's Regent. Throngs of head-turners proved the time-honored gimmick is still a good attention getter.



During his recent visit to Baltimore, Md., in advance of Warners' "Unchained," Elroy "Crazy Legs" Hirsh was interviewed on TV Station BAL-TV by Joe Groghan, while a film was made for later showing on the "Esso Reporter" program.

Legislature, according to Legislator Harold A. Yetzer, Hyde Park, this county. Undiscouraged by the shelving of a betting bill, Yetzer, a Democrat and chairman of the House Law and Order Committee, said he will consider another betting bill if one is brought up to replace the measure shelved recently.

Disappointment is expressed in various quarters, including Reading Fair supporters and others, over the State Legislature's failure to permit the parimutuel race betting bill to get to the voters at a referendum. Predictions are freely made that the bill will be reintroduced next year and will eventually be placed on an election ballot. Officials of the Reading Fair themselves do not favor betting at the fair, but would like to see the issue disposed of for good. Theatre men are interested.

Scranton

The Strand conducted a "Pick This Year's Academy Award Winners" contest aimed at luring an increase in movie goers, with three grand prizes in the offing together with 22 lesser prizes. The first prize offered a trip to New York for two, including two nights at the Picadilly Hotel, two tickets to see Cinerama, and two tickets for a TV and radio show through the courtesy of Thompson Travel Bureau, this city. The second prize was a Bulova watch through the courtesy of Isherwood Jewelers and the third prize a season pass for two.



The effective use of special neon lighting is brilliantly illustrated in the above shot of William Goldman Theatres' Midtown, Philadelphia, for the recent engagement of Paramount's "The Country Girl."

Comerford's Byron Linn is ill. . . . The Boston Pops concert was held at the Temple for the benefit of St. Joseph's children's and maternity hospital under the sponsorship of the Catholic Junior League. . . . Comerford district manager and Mrs. Gerard Adams, Hawley, have announced the marriage of their daughter, Judith Ann, to George W. Murphy, Washington.

Philip Jones, a nephew of Tom Jones, Strand, was judged the second winner in the first to third grade group of the student health foster contest sponsored by the first to third grade group of the student health foster contest sponsored brother of Mary Fahey, Capitol, Joseph Hall, died last week in New Jersey. . . . A former employe of Comeford for many years, Kay Foley Jones is mourning the loss of her father, Ted Foley.

Virginia

Martinsville

Theatres, Inc., has purchased the Dale, Fieldale, F. M. Westfall, president, announced. Coy Campbell had operated the house for 34 years. It will be closed for installation of CinemaScope and other improvements and when it reopens will be managed by Arthur Taylor, now assistant manager, Rives.

Variety Club

Tent 13, Philadelphia

The Tent held an election of officers for the camp for handicapped children at Worcester, Pa. Named were Leo Posel, president; Louis Goffman, chief barker, vice-president; Norman Silverman, vice-president; Edward Emanuel, treasurer; Sylvan Cohen, secretary; and George Beattie, assistant secretary-treasurer. The executive board consists of Ben Amsterdam, Victor Blanc, Roger Clipp, Mike Felt, Ralph Pries, Ted Schlanger, and David Supowitz. Ex officio officers are Posel, Goffman, Silverman, and Jack Beresin. Applications are now being accepted for admission to the camp this summer. Each youngster accepted is given a free four weeks vacation.

"The Good Die Young" was screened through the courtesy of United Artists.

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The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 53 • No. 23

APRIL 6, 1955

ALLIED ARTISTS

An Annapolis Story (5513)

DRAMA
81M.

(Technicolor)

ESTIMATE: Colorful service film has the angles.

CAST: John Derek, Diana Lynn, Kevin McCarthy, Alvy Moore, Pat Conway, L. Q. Jones, John Kirby, Barbara Brown, Betty Lou Gerson, Fran Bennett, Robert Osterloh, John Doucette, Don Kennedy, Tom Harmon, Don Haggerty. Produced by Walter Mirisch; directed by Don Siegel.

STORY: Annapolis Midshipmen and brothers John Derek and Kevin McCarthy aim to be Navy career men. On a training cruise, Derek is injured, his life saved by McCarthy, and sent to a Naval Hospital. He is visited by Diana Lynn, engaged to McCarthy, and the two are drawn to each other. McCarthy learns of this and the brothers are quite hostile to one another. Circumstances demand that they stay together, however, and they both go to Korea as Navy jet pilots. Lynn goes to Tokyo with her Navy Captain father. Derek gets leave and visits her, but she tells him she has discovered she still loves McCarthy. He returns and the two brothers go out on a flight. McCarthy's plane is hit and he is badly wounded. Derek fights off enemy raiders, talks his brother back to consciousness and stands by as a helicopter rescues him. At a shore hospital, Lynn tells McCarthy of her love.

X-RAY: This entry should have wide appeal for younger moviegoers, especially. The Technicolor hues are bright, and the production captures much of the spirit of the Naval Academy and student life. War footage is well integrated, and for a change all leading players come out alive. The pace is fast, performances spirited, and interest is held throughout. The story line is familiar, but the Derek and Lynn names will help considerably. The screen play is by Dan Ullman and Geoffrey Homes, from a story by the former. Songs heard are "Navy Blue And Gold" and "The Engagement Waltz."

AD LINES: "All The Glory Of Annapolis And The Men Who Rule The Waves"; "Navy Wings Scream Across A Hostile Sky"; "War And Women Tear Brothers Apart—And Put Them Together Again."

High Society (5514)

COMEDY
61M.

ESTIMATE: Average Bowery Boys entry.

CAST: Leo Gorcey, Huntz Hall, Bernard Gorcey, Amanda Blake, David Condon, Addison Richards, Dayton Lummis, Ronald Keith, Dave Barry, Bennie Bartlett. Produced by Ben Schwalb; directed by William Beaudine.

STORY: High society crook Dayton Lummis meets the Bowery Boys at their garage, learns Huntz Hall's name is "Jones," sees a way to use him as a foil to grab an inheritance which will go to Ronald Keith unless another claim is made. Leo Gorcey and Bernard Gorcey go with Hall to help him crash high society, leaving Bennie Bartlett and David Condon to operate the garage. They meet Lummis' conniving sister, Amanda Blake, and crooked lawyer Addison Richards. However, they finally catch wise to the plot against Keith and break it up in their usual slapstick way.

X-RAY: Bowery Boys fans will go for this one as they did for the others. It is the usual nonsense, alleged comic action, but where the boys are popular it will rate with the rest of their long running series. Performances and direction are average, and this will do for the lower half. The screen play is by Bert Lawrence and Jerome S. Gottler.

AD LINES: "What A Ball; What A Brawl!"; "The Bowery Boys' Swankiest, Prankiest Laugh Spree"; "Up To Their High Hats In Hilarity."

Shotgun (5515)

OUTDOOR DRAMA
81M.

(Print by Technicolor)

ESTIMATE: Satisfactory programmer for the action spots.

CAST: Sterling Hayden, Yvonne DeCarlo, Zachary Scott, Guy Prescott, Robert Wilke, Angela Greene, Paul Marion, John Pickard, Ralph Sanford, Rory Mallinson, Fiona Hale, Ward Wood, Lane Chandler, Al Wyatt, Harry Harvey, Jr. Produced by John C. Champion; directed by Lesley Selander.

STORY: Deputy Sterling Hayden vows to avenge the death of Marshal Lane Chandler, killed by a shotgun wielded by Guy Prescott, whom he trails. Hayden meets Prescott's henchman, Robert Wilke, traveling with half-breed Yvonne De Carlo. He is forced to kill Wilke and take De Carlo along on the hunt through Indian country. Hayden rescues bounty hunter Zachary Scott from Indians and the pair are ambushed by Prescott's forces, whom they kill. Hayden sets out after Prescott, who is selling guns to the Indians, and Scott and DeCarlo follow and are attacked by Apaches. Hayden finds Scott tortured and dying and learns that DeCarlo has been taken prisoner. He fearlessly enters the Indian camp, finds Prescott and DeCarlo, and the chief, struck by his courage, orders a shotgun duel. Prescott loses his nerve, attempts to escape and is killed as a coward by an Apache spear, with Hayden and DeCarlo free to depart.

X-RAY: This programmer will fit neatly into action bills and outdoor spots. The DeCarlo, Hayden, and Scott names can be sold, and the story, while not highly original, holds enough action and surprises to maintain interest. Color is good, performances solid, and production and direction show care. It was written by Clark E. Reynolds and Rory Calhoun.

AD LINES: "His Lust For Revenge Could Be His Destruction"; "The Fury Of The Untamed West And The Man Who Challenged It With A 'Shotgun'"; "He Was Grim, She No Better Than She Should Be, And The Combination Was Dynamite."

COLUMBIA

Cell 2455, Death Row

MELODRAMA
72M.

ESTIMATE: Prison meller for lower half.

CAST: William Campbell, Robert Campbell, Marian Carr, Kathryn Grant, Harvey Stephens, Vince Edwards, Allen Nourse, Diane De Laire, Bart Bradley, Paul Dubov, Tyler MacDuff, Buck Kartalian, Eleanor Audley, Thom Carney, Joe Forte, Howard Wright, Glenn Gordon, Jimmy Murphy, Jerry Mickelsen, Bruce Sharpe, Wayne Taylor. Produced by Wallace MacDonald; directed by Fred F. Sears.

STORY: William Campbell, waiting in death row for his execution, recalls the events that put him in his present predicament. Campbell gets his start in crime when he is forced to steal food for his poverty stricken family. Kathryn Grant introduces him into a gang of teenage hoodlums. He takes part in every kind of crime, from auto theft to armed robbery, and within a year is leader of the gang. Campbell is captured and sent to reform school, but is paroled for good behavior. He reorganizes his gang and commits a series of holdups, but is caught again and sent San Quentin. Campbell, transferred to an honor farm, manages to escape with the help of girl friend Grant. On his first night out he is captured and sent to Folsom prison. Another parole sets him free, but he is again picked up, this time accused of holding up a couple in a parked car, beating the man into insensibility and assaulting the girl. Campbell begins to study law and acts as his own lawyer at the trial. He loses the trial but gains a stay of execution. Studying law in prison, Campbell manages to win three reprieves from the gas chamber in six years. And on this

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night Campbell is again informed by the warden that another stay of execution has been granted to him.

X-RAY: This supposedly authenticated film biography has a goodly amount of interest and does not lack in action or violence. Performances and direction are satisfactory and settings convey a certain air of factuality to the film. Screen play is by Jack De Witt, based upon the book by Caryl Chessman. It should be okeh on the lower half. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program price.

AD LINES: "What Starts A Man Upon A Life Of Crime?"; "Only One Man Could Save Him From The Gas Chamber . . . And That Man Was Himself"; "The True Story Of The Incredible Life Of A Public Enemy."

Jungle Moon Men

70M.

ESTIMATE: For the lower half.

CAST: Johnny Weissmuller, Jean Bryon, Helene Stanton, Bill Henry, Myron Healey, Billy Curtis, Michael Granger, Frank Sully, Benjamin F. Chapman, Jr., Kenneth L. Smith, Ed Hinton. Produced by Sam Katzman; directed by Charles S. Gould.

STORY: Johnny Weissmuller and anthropologist Jean Byron go into the country of the midget sized and poison dart equipped Moon Men for research in connection with an ancient Egyptian sun-god. The pair meet Michael Granger, chief of the Arribes natives, who tells them that his son has been kidnapped by the Moon Men. The party is next joined by Bill Henry. Granger's son is found dead wearing an Egyptian costume and a diamond pendant. When Billy Curtis, leader of the Moon Men, is captured, he reveals that the dead man escaped from Priestess Helene Stanton, who wanted him for her priest. A group of Moon Men attack, rescue Curtis, and make off with Henry. Weissmuller and Byron start out for Stanton's Temple and come upon crooked trader Myron Healy and henchmen, who are after the Moon Men's diamonds. It is learned that Henry is to be the new high priest. When Healy attemts to steal the diamonds, Stanton orders the whole group of foreigners killed by lions. Healy and his men are exterminated by the beasts, but Weismuller, Byron, and Henry manage to escape. Priestess Stanton, who has been alive for centuries, is finally disintegrated by the sun when she steps outside the temple. The Granger tribe arrives and the Moon Men agree to live with them in harmony.

X-RAY: This entry is in keeping with the "Jungle Jim" series and should be okeh on the program in action houses. Story, acting, and production are of fair quality and should be accepted by youngsters and non-discriminating adults. The screen play is by Dwight V. Babcock and Jo Pagano.

TIP ON BIDDING: Low Bracket.

AD LINES: "What Was The Dreaded Secret Hidden In The Land Of The Moon Men?" "Johnny Weissmuller Battles Primitive Natives, Ruthless Killers, And Dark Forces From Ancient Egypt"; "A Fortune In Diamonds, An Egyptian Temple In The Heart Of The Jungle, And The Secret Of Immortality."

The Return Of October (733)

COMEDY 89M.

ESTIMATE: Names may help reissue.

CAST: Glenn Ford, Terry Moore, Albert Sharpe, James Gleason, Dame May Whitty, Henry O'Neill, Frederic Tozere, Samuel S. Hinds, Nana Bryant, Lloyd Corrigan, Roland Winters, Stephen Dunne, Gus Schilling, Murray Alper, Horace MacMahon, Victoria Horne, Byron Foulger, Bill Pearson, Russell Hicks, Robert Malcolm, Ray Walker. Produced by Rudolph Mate; directed by Joseph H. Lewis.

STORY: Terry Moore is brought up by her uncle, James Gleason, in the atmosphere of the race track. To Gleason winning the Derby meant everything, and he tells her that if he dies, he will try to come back as a horse to win it. He dies, and Moore is sent to her aunt, Dame May Whitty. While at a horse auction, she is struck by a horse named October, and believes that he is the spirit of Gleason. She and Glenn Ford, a college psychiatry instructor, both bid, finally buy him together. The horse shows promise, and a trial is made at the school track. Ford is blamed by the University president, who is under pressure by the board of trustees to economize. They fall in love, while Ford makes notes on her behavior. Eventually, his paper is published and is used by Whitty's crooked lawyer to try to break her will in which she leaves everything to Moore. Ford proves her sane, and October is entered in the Derby, which he wins, after which he drops dead.

X-RAY: When first reviewed in THE SERVISECTION of October, 1948, it was said: "Here is a comedy with a slightly different twist and with many humorous situations. Ford and Moore carry off the leads well, and the family as a whole should go for this light, colorful entry. The direction and production are apt, and the effort provides a number of laughs. The film is based on a story by Connie Lee and Karen DeWolf."

TIP ON BIDDING: Reissue price.

AD LINES: "Was He A Horse Or Her Uncle? A Lot Of Money Waited On The Outcome"; "Loads Of Fun And Laughter In This Gay Story Of A Racing Fan Who Was Supposed To Have Returned As A Horse To Win The Derby"; "Believe In Reincarnation? . . . See 'The Return Of October'."

Tight Spot (728)

MELODRAMA 97M.

ESTIMATE: Interesting meller with names to help.

CAST: Ginger Rogers, Edward G. Robinson, Brian Keith, Lucy Marlowe, Lorne Greene, Katherine Anderson, Allen Nourse, Peter Leeds, Doye O'Dell, Eve McVeagh, Helen Wallace, Frank Gerstle, Gloria Ann Simpson, Robert Shield, Norman Keats. Produced by Lewis J. Rachmil; directed by Phil Karlson.

STORY: Convict Ginger Rogers is whisked out of prison and taken in secret to a luxurious hotel suite. She is accompanied on the trip by matron Katherine Anderson and detective Brian Keith. Rogers meets government attorney Edward G. Robinson. The government is preparing a case against gangleader Lorne Greene. Rogers can testify in court that he committed perjury at the time of his naturalization, making his deportation certain. Rogers realizes that to testify would be putting her life in danger. She refuses to take the stand against the gang leader. One of Greene's gunmen sends bullets flying in Rogers' direction, but Keith slays the intruder. It is discovered that Anderson was hit, and she dies. Rogers agrees to testify. Keith is hauled in by Greene, and it is learned he is a crooked cop. Greene orders him to leave a window unlatched in Rogers' suite so that she can be eliminated. He has fallen in love with Rogers, and when the gunman enters, Keith shoots it out with him. Both men are killed but Rogers remains alive and testifies in court.

X-RAY: Although the film deals with a conventional theme, production and screen play are such that the entry maintains a high degree of interest throughout. Acting is well handled. Screen play is by William Bowers. It should do okeh as part of the program.

TIP ON BIDDING: Better program rates.

AD LINES: "She Must Help The People That Sent Her To Prison"; "When You Are Marked For Murder . . . Even The Police Cannot Help"; "They Threw Her In Prison . . . And Now They Wanted Her Life."

IFE

Too Young For Love

DRAMA 88M.

(Italian-French-made)
(Dubbed in English)

ESTIMATE: Satisfactory import for the art spots.

CAST: Marina Vlady, Michel Beck, Aldo Fabrizi, Fernand Gravet, Xenia Valderi, Vittorio Sanipoli, Lolo Braccini, Lauro Gazzolo, Massimo Poanforini, Nando Bruno, Edoardo Passarelli, Paolo Ferrara, Margherita Nicosia. Produced by Niccolo Theodoli; directed by Lionello de Felice.

STORY: Pierre Michel Beck, 15-year-old son of the vice-perfect, Fernand Gravet, of a small town, is maladjusted at school and even more unhappy at home where his mother, Xenia Valderi, is constantly fighting with his father. Beck meets Marina Vlady, a poor girl of 15. They become friends, and Beck finds comfort in the home of the girl and her father, Aldo Fabrizi, a petty criminal. The boy's parents decide to send him to a boarding school. Before leaving, Beck visits Vlady, whose father had just been led away to prison. Alone and afraid, the two children kiss and try to comfort each other in the few hours before they will be separated. Several months later, Beck runs away from school to join Vlady. He learns she is expecting a child as a result of their brief union. Permitted to take his examinations in town, he is in the midst of them when Vlady's child is born. Beck rushes to the hospital to find that she has died in child birth. Beck's parents, horrified at the tragic consequences of their neglect, adopt the baby and determine to embark on a happier life together.

X-RAY: Fine acting accentuates a tender story, both being smoothly welded together by adept direction into fine fare for the art and specialty houses. The production has all the realism necessary to adequately portray its touchy theme. The screen play is by Franco Brusati, Lionello De Felice, and Vittorio Nino Novarese.

AD LINES: "They Had Committed The Crime . . . But Who Were The Real Criminals?" "The Truth About Adolescent Love," "They Were Too Young For Love . . . But That Didn't Stop Them."

LIPPERT

The Silver Star (5411)

WESTERN 75M.

ESTIMATE: Fair western.

CAST: Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon, Richard Bartlett, Barton MacLane, Morris Ankrum, Edith Evanson, Steve Rowland, Michael Whalen. Produced by Earl Lyon; directed by Richard Bartlett.

STORY: Earl Lyon is elected sheriff over lawyer Lon Chaney, succeeding Edgar Buchanan, who retired. Lyon doesn't want the job since both his father and grandfather before him died in office, and when bad 'un Richard Bartlett and his gunmen challenge him, he refuses to fight despite urging by his fiancee, Marie Windsor. Buchanan straps on his guns again, goes after the gunman, shoots two of his henchmen, but is wounded. Lyon kills Bartlett in a running gun duel and learns that Chaney is in league with blacksmith Barton MacLane. Chaney had hired Bartlett to kill him, hoping to open the town to gamblers. MacLane is shot

by Lyon's friend, Steve Rowland, while Lyon runs Chaney out of town.

X-RAY: Western fans will find this okeh and it has quite a few names in the cast to help out. The original story and screen play by Richard Bartlett and Ian MacDonald is fair, although there is not too much action. Production is average and there is one song, "The Silver Star," composed and sung by Jimmy Wakely.

AD LINES: "Target For A Gunman's Vengeance"; "Crack Of A Bullet And A Coward Became A Killer"; "A Taut Western Tale Of A Sheriff Under Fire."

MGM

Interrupted Melody

BIOGRAPHICAL DRAMA WITH MUSIC 106M.

(CinemaScope) (Eastman Color)

ESTIMATE: Well-made entry has angles.

CAST: Glenn Ford, Eleanor Parker, Roger Moore, Cecil Kellaway, Peter Leeds, Evelyn Ellis, Walter Baldwin, Ann Codee, Leopold Sachse, Stephen Bekassy. Produced by Jack Cummings; directed by Curtis Bernhardt.

STORY: Eleanor Parker (Marjorie Lawrence) journeys from her native Australia to Paris in order to develop her voice. She becomes famous and sings in leading opera houses both in Europe and America. Over protests of her manager brother, Roger Moore, Parker marries Glenn Ford and limits her singing engagements to New York, where she can be close to her husband. In order to get more training, she starts on a tour of Latin America. Tragedy strikes in the form of polio. She is now paralyzed and Ford neglects his practice in order to take her to top specialists and then to Florida. Parker grows more and more depressed. With Ford's aid, she snaps out of her dejection and agrees to make a singing appearance in her wheel chair, but loses courage and flees home. She unsuccessfully attempts suicide. Parker persuades Ford to resume his practice in New York. She then makes appearances in veterans' hospitals, which eventually give her the courage to sing at the Met. At a special performance of "Tristan and Isolde," Parker performs in a wheel chair and stands for the first time during the final scene of the opera.

X-RAY: This film is a highly entertaining entry, liberally endowed with romance, drama, and emotional impact. The inspirational story is smoothly handled both in production and direction, and Parker and Ford contribute fine acting, bolstered by good supporting performances. The dubbed voice of Eileen Farrell tackles a diversity of opera arias in expert fashion. The film should have wide appeal with entertainment angles for all. Written by William Ludwig and Sonya Levien, based on the life story of Marjorie Lawrence. The music includes "O Don Fatale," "Habanera," "Musetta's Waltz," "Finale Act 1 from Il Trovatore," "Un Bel Di Vedremo," "Seguidilla," "Duet," "My Heart At Thy Sweet Voice," "Immolation Scene from Goetterdammerung," excerpts from "Act 3 of Tristan and Isolde," "Annie Laurie," "Over The Rainbow," and "Waltzing Matilda."

TIP ON BIDDING: Higher rates.

AD LINES: "She Had A Great Voice And A Greater Heart"; "The Inspirational Story Of One Of Opera's Greatest Stars"; "They Praised Her Golden Voice And Courageous Spirit."

The Prodigal

MELODRAMA 114M.

(CinemaScope) (Eastman Color)

ESTIMATE: Highly interesting and entertaining entry.

CAST: Lana Turner, Edmund Purdom, Louis Calhern, Audrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher, John Dehner, Cecil Kellaway, Philip Tonge, David Leonard, Henry Daniell, Paul Cavanagh, Dayton Lummis, Tracey Roberts, Jarma Lewis, Jay Novello, Dorothy Adams. Directed by Richard Thorpe; produced by Charles Schnee.

STORY: In 70 B.C., Edmund Purdom and John Dehner, sons of Hebrew patriarch Walter Hampden, rescue mute runaway slave James Mitchell from being killed by Neville Brand. Purdom buys him from Brand, and as the latter rides off he hurls a spear at Purdom, which is taken in the shoulder by Mitchell. Hampden informs Purdom that he has selected Audrey Dalton for his betrothed. He likes her but doesn't know whether he can love her. He meets Louis Calhern, high priest for the idol Baal, and sees and is entranced with his companion, Lana Turner, high priestess for idol Astarte. Purdom refuses to sell Mitchell back to Calhern and vows to have Turner. He breaks his betrothal and sets out for Damascus with part of his inheritance and Mitchell. Calhern seeks more wealth by buying up the grain harvest and charging the people dearly for the food with the aid of money lender Francis Sullivan, who bows to the charms of Turner. Purdom is brought before her by Taina Elg, virtuous body slave. Before she will submit to him, she decrees that he must buy a huge pearl for the forhead of her idol, but he refuses. Later, at a gambling session, Purdom wins Elg for Mitchell. Again he is tempted by Turner but hasn't enough to buy the pearl and sends Mitchell to Hampden for the rest of his money. He can't wait, however, and borrows from Sullivan, not even bothering to read the contract. Bandits under the command of Brand attack his villa, burn it, kill Elg, capture Mitchell, and steal the gold. Purdom is sold into slavery with Mitchell to Calhern. He can gain his freedom if he will renounce his God, but refuses. The people are ripe for revolt. Turner learns of Purdom's plot and tries to sound an alarm. Brand is killed and Mitchell kills Calhern in revenge for the slaying of Elg. Turner is killed when Purdom refuses to defend her, and the idols are burned. Purdom returns home to find a welcome and Dalton awaiting him ready for his love.

X-RAY: There are all sorts of entertainments to be found in this spectacle for adult audiences. There's a goodly amount of action, sex, intrigue, lavish settings and costumes, cruelty, greed, passion, etc. Based on the Biblical story in Luke, Chapter XV, it is developed at an intriguing pace. The cast does a good job in the main. The direction and production are in the better class. With the proper handling, this can do as well as other attractions with Biblical themes and backgrounds, in addition to which there are numerous exploitation possibilities. The screen play is by Maurice Zimm adapted by Joe Breen, Jr., and Samuel James Larssen.

TIP ON BIDDING: Higher rates.

AD LINES: "She Tortured Him Day And Night With Her Elusive Beauty Until He Would Give Anything To Have Her"; "A Spectacle Based On A Bible Story Long To Be Remembered"; "Could A Father Forgive An Erring Son His Trespasses?"

PARAMOUNT

Mambo (5406)

MELODRAMA 94M.

(Made in Italy)

ESTIMATE: Meller has angles to sell.

CAST: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham, Eduardo Ciannelli, Mary Clare, Martitia Palmer, Cecilia Maris. Produced by Carlo Ponti and Dino DeLaurentiis; directed by Robert Rossen.

STORY: Although she lives in poverty and works as a sales girl in a Venetian glass factory Silvana Mangano dreams of becoming a dancer. Her boy friend, Vittorio Gassman, works at the gambling casino. While visiting Gassman at the casino Mangano watches the Katherine Dunham troupe, managed by Shelley Winters, rehearse for the big ball. Count Michael Rennie sees Mangano and invites her to the ball. Mangano goes, and drinking heavily, does a wild mambo with the Dunham troupe. Rennie later attacks her. Winters offers the humiliated Mangano a job as a dancer. Mangano quickly becomes a star performer and returns to Venice at the height of her fame. Gassman asks her to leave and live with him. Mangano agrees and Winters is killed by an auto while trying to make Mangano change her mind. Rennie finds Mangano and proposes marriage. Gassman, who learns that Rennie has a rare blood disease and cannot live long, talks Mangano into marrying Rennie so that they may get his money. Rennie's family snubs Mangano, who soon learns that she really loves Rennie. Mangano tells Gassman the deal is off. The infuriated Gassman fights with Rennie, who is wounded and dies. Rennie's will leaves Mangano all his fortune, but she turns it over to his mother and sister and goes back to the Dunham troupe to pick up her dancing career.

X-RAY: The title does not prepare the viewer for the melodramatic theme and might be the source of some difficulty. Although the plot holds few surprises, the authentic backgrounds and top-flight cast blend the varied elements into an interesting offering. Mangano's dancing and emoting give the film its main spark, with Gassman as the heavy coming in a close second. With a number of strong selling angles this film shapes up as good entry for first-run and class houses, but will probably find the going a bit rough in the small town situations. Several songs are heard, including "New Love, New Wine," "Boogie In Brazil," "It Wasn't The Red Wine," and "Back To Bahia." Screen play is by Guido Piovene, Ivo Perilli, Ennio De Concini, and Robert Rossen.

TIP ON BIDDING: Better program rates.

AD LINES: "A Film As Savage And Exciting As The 'Mambo' "; "Silvana Mangano In Her Most Exciting And Sensational Role"; "Emotions Ripped Bare By The Sensuous Rhythm Of The 'Mambo'."

Run For Cover (5410)

OUTDOOR DRAMA 93M.

(VistaVision) (Technicolor)

ESTIMATE: Interesting outdoor drama has names to sell.

CAST: James Cagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Trevor Bardette, Ray Teal, John Miljan, Denver Pyle, Emerson Treacy, Gus Schilling, Phil Chambers, Harold Kennedy, Joe Haworth. Produced by William H. Pine and William C. Thomas; directed by Nicholas Ray.

STORY: James Cagney meets young John Derek, and the new friends head into Derek's town. A frightened trainman mistakes them for bandits and throws them money bags to avoid trouble. A posse chases the innocent duo, wounding Derek, who is taken to the home of Swedish immigrants Jean Hersholt and his daughter, Viveca Lindfors. Cagney stays on to nurse Derek, who has become bitter, back to health, and the chastened townspeople offer him a job as sheriff. He takes the crippled Derek as deputy and pro-

poses to Lindfors. Derek remains bitter, however, particularly since his affliction seems to keep him from doing his job as Cagney's assistant. He quits as deputy. The bank is robbed and Hersholt killed, with robber Grant Withers revealing that Cagney spent some time in prison. Cagney explains that the charge leading to his imprisonment was false, but the townspeople begin to mistrust him. He and Derek follow the criminals across the desert alone and find the money abandoned and the criminals dead. Derek tries to kill Cagney in a swirling river, revealing that he intends to split the loot with gunman Ernest Borgnine. Cagney survives the rapids, follows Derek to an abandoned building, and shoots Borgnine. He also kills Derek, thinking that he was about to shoot, when in reality Derek saved him from being shot by the wounded Borgnine. Cagney returns with the loot to a much wiser group of townsfolk.

X-RAY: Cagney is at his best in another rugged portrayal and is aided by a story that has sufficient action as well as careful character portrayal. Derek, too, is seen to advantage in a more demanding role than has been his lot of late. The exterior shots in VistaVision have a sparkling clarity and the scenery is some of the west's bests, Direction and production are in the better category and the film also marks the welcome return of Jean Hersholt. Screen play is by Winston Miller. Legion of Decency: B.

TIP ON BIDDING: Better program price.

AD LINES: "A Man And A Boy, Inseparable Yet A World Apart"; "Cagney As You Like Him, Rough And Ready"; "The Magic Of The West In Stunning VistaVision."

Strategic Air Command (5425)

MELODRAMA 114M.

(Technicolor)
(VistaVision)

ESTIMATE: Well-made yarn of present-day air force.

CAST: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett, Jay C. Flippen, James Millican, James Bell, Rosemary De Camp, Richard Shannon, John R. McKee, Henry Morgan, Don Haggerty, Glenn Lenning, Anthony Warde. Produced by Samuel J. Briskin; directed by Anthony Mann.

STORY: James Stewart, third baseman for the St. Louis Cardinals, is in spring training, having just signed a fabulous contract, when he receives word from an old friend, General James Millican, that he is being recalled to active duty with the Strategic Air Command, the atom-bomb carrying force which is a big factor in the keeping of the peace. He protests to no avail, and he and his wife of a few months, June Allyson, report to Fort Worth, Tex., for 21 months of duty in the command of General Frank Lovejoy, who trains his men hard. Colonel Stewart learns the ropes on the huge B-36 and soon becomes the commander of a plane. He is assigned a flight as the time nears for Allyson to give birth to a baby. A fire aboard causes most to bail out, but there isn't enough altitude for Stewart or Captain Alex Nicol, another disgruntled recallee, and they crash land in Greenland. When they are rescued several days later, Stewart is informed he is the father of a girl. His shoulder pains him slightly, but he does nothing about it. He is next introduced to the new Stratojet bomber, the B-47. A promotion and the reassignment influences his remaining with the Air Force, which causes a quarrel with Allyson. He almost crashes because of the shoulder injury. He is let go by the Air Force, and it also precludes his returning to active baseball. He is named manager of a minor team and hopes to manage one of the majors.

X-RAY: There are a number of thrilling scenes to be found in this entry devoted to a section of the U.S. Air Force considered highly important in these days of stress. Flight sequences and the huge planes themselves are indeed impressive in the wide-screen presentation as presented in VistaVision. In addition to the planes, the cast turns in fine performances. The direction and production are also in the better category and the story is one well-calculated to hold interest. With some selling and exploitation, this entry could go places. A march, "The Air Force Takes Command," can be heard. The screen play is by Valentine Davies and Beirne Lay, Jr., based on a story by the latter.

TIP ON BIDDING: Higher rates.

AD LINES: "The Peace Of The Future Rests With The Men Of The 'Strategic Air Command'"; "She Was Willing To Wait Forever—If Need Be"; "Thrills Galore As The 'Strategic Air Command' Sends Its Planes The World Over."

20TH-FOX

A Man Called Peter (509)

BIOGRAPHICAL DRAMA 119M.

(Color by De Luxe)
(CinemaScope)

ESTIMATE: Highly inspirational film will need selling.

CAST: Richard Todd, Jean Peters, Marjorie Rambeau, Jill Esmond, Les Tremayne, Robert Burton, Gladys Hurlbut, Richard Garrick, Gloria Gordon, Billy Chapin, Sally Corner, Voltaire Perkins, Marietta Canty. Produced by Samuel G. Engel; directed by Henry Koster.

STORY: Richard Todd (Peter Marshall) arrives in America from Scotland and takes all sorts of jobs to help him get through Columbia Theological Seminary, after which he takes a small pastorate in Georgia. He goes to Atlanta where he gains a reputation as an unorthodox preacher, particularly appreciated by younger audiences for his wit and sense of humor in his teachings. One of these is Jean Peters, who is in love with him. After their marriage, Todd is summoned to take over a Presbyterian Church in Washington, known as "The Church of Presidents." One of the powers, Marjorie Rambeau is not particularly responsive to his informality, but his sermons gain fame and soon the church is filled to overflowing. A son, Billy Chapin, is born to Peters. During the war they work hard to help wherever possible and Peters comes down with a form of tuberculosis. After a lengthy session, her faith and his prayers bring her to recovery. Later, Todd has a heart attack which is almost fatal, but on his recovery he sums up the situation as "God not wanting him as yet." Soon after he is asked to become Chaplain to the Senate and becomes even more famous. Another heart attack is fatal. Peters carries on as best she can, bringing up Chapin to appreciate his father and his thoughts.

X-RAY: Though the film concerns itself with the life of a man of God, it is not a religious film as such but rather emphasis is put on human emotions, drama, and romance. Excerpts from some of Peter Marshall's sermons provide inspiration, and many audiences will think all the more highly of theatres presenting the attraction as well as the industry as a whole. Tremendous possibilities are in the offing with the proper presentation, for interest is kept on high pretty much throughout. The cast is fine. The support of churches throughout the country will be solidly behind the film as well that of women's organizations and others, and this, together with a tremendous advertising and promotion campaign, should insure better results boxofficewise. The screen play is by Eleanore Griffin, based on the book by Catherine Marshall.

TIP ON BIDDING: Higher rates.

AD LINES: "A Man And Woman In Love And Their Story"; "He Had A Way With People That Put Him In The Hearts Of Millions"; "He Had A Mission In Life And There Was No Turning Back."

UNITED ARTISTS

A Bullet For Joey

MELODRAMA 85M.

(Bischoff-Diamond)

ESTIMATE: Okeh programmer.

CAST: Edward G. Robinson, George Raft, Audrey Totter, George Dolenz, Peter Hanson, Peter Van Eyck, Karen Verne, Ralph Smiley, Henri Letondal, John Cliff, Joseph Vitale. Produced by Sam Bischoff and David Diamond; directed by Lewis Allen.

STORY: Atomic scientist George Dolenz is photographed by Ralph Smiley, disguised as an organ grinder, who is challenged by a Royal Canadian Mounted Police Constable. Smiley kills the Mountie. Peter Van Eyck, head of a spy ring, kills him in turn for his blundering. Inspector Edward G. Robinson investigates. In Lisbon, George Raft, ex-bigtime American gangster, is approached to kidnap Dolenz for a large fee, and he enters Canada disguised as an immigrant. He gets his former gang together to assist him as well as former girl-friend Audrey Totter, who is to charm Dolenz after being threatened by Raft. She meets Dolenz and a romance ensues. Meanwhile Dolenz' homely secretary is wined and dined by a gang member to get information, and she is killed when she decides to tell all. Her killer is killed on orders from Raft. Robinson and the FBI start putting pieces together and come up with Raft and his gang identified. Totter tries to get out and warn Robinson, but she and Dolenz are kidnapped, as is Robinson and a truckload of scientific equipment being used as a trap. The radio equipment fails and Robinson is on his own. Also aboard are Raft and his men who come for the payoff, but they are doublecrossed when Van Eyck orders the vessel to sail. Robinson convinces Raft to help him and he is able to send up a distress flare. Raft and Van Eyck battle it out with both being fatally wounded. Raft clears Totter before he dies, and the others seem certain to be saved.

X-RAY: There's a good bit of intrigue and espionage as well as methods of police operation to be found in this yarn. Meller fans should be satisfied for the most part. The cast is okeh and the production and direction suitable to the effort as a whole. The names of Robinson, Raft, and Totter may be of help in the selling, and it should make up okeh as part of the program. The screen play is by Geoffrey Homes and A. L. Bezzerides, based on a story by James Benson Nablo. Maximum aspect ratio: 1.85-1.

TIP ON BIDDING: Program rates.

AD LINES: "An International Spy Ring Tries To Kidnap An Atomic Scientist . . . The Result Is Suspenseful Entertainment"; "Action On The Atomic Front With An Espionage Ring Battling The Police"; "He Would Do Anything To Get Back To The U.S. . . . Even Sell An Atomic Scientist And His Secrets To The Enemy."

Marty

DRAMA
89M.

(Hecht-Lancaster)

ESTIMATE: High-rating heart warming drama.

CAST: Ernest Borgnine, Betsy Blair, Esther Minciotti, Augusta Ciolli, Joe Mantell, Karen Steele, Jerry Paris, Frank Sutton, Walter Kelley, Robin Morse. Produced by Harold Hecht; directed by Delbert Mann.

STORY: Ernest Borgnine, 35-year-old butcher, is of Italian origin and lives at home with his mother, Esther Minciotti, who is anxious that he get married. Everybody else, including the customers, keeps asking the same question. He tries to get dates, but after the first one they usually aren't available to him. His mother's sister, Augusta Colli, has problems with her daughter-in-law, Karen Steele, who resents her interference in the raising of their child, etc., and things get to the point where she and husband Jerry Paris ask Minciotti to take her in in her big house. Borgnine agrees to go to a dancehall with friend Joe Mantell, also a bachelor. There he meets little success in getting a dancing partner. He is approached by a fellow who offers him some money to take over a date with plain school teacher Betsy Blair. He refuses and later finds her weeping. They get along fine and seem made for each other, each admitting that they are lonely and unwanted. They stop at his home where she meets Minciotti, who fears meeting the same problems her sister has should he get married to her. He gets the needle from his mother about Blair as well as from his friends who call her ugly. He almost bows to the discouragement until he gets hold of his senses and realizes he is letting a fine thing and his future slip through his fingers. He goes to call her brushing off his friends.

X-RAY: A moving, warm, heart touching story deftly told in fine fashion is to be found in this high-rating drama which concerns itself with the problems of the lonely, ordinary people. It's not a sad film. On the contrary there are a number of amusing scenes that break just right so that constant interest is maintained by the viewers. With a relatively unknown cast, the selling must rely on the story matter which in this case is substantial, so that most adults once they have seen the film will admit high enjoyment. The roles are competently carried out with Borgnine and Blair particularly good and the others providing fine support. The direction, production, and screen play are in the better category. It should be noted that the story in slightly shorter version appeared on teleyision some time ago and was a hit in that medium so that there may be a ready audience willing and waiting for the entry. The story and screen play are by Paddy Chayefsky.

TIP ON BIDDING: Higher rates.

AD. LINES: "Ever Feel Lonely? 'Marty' Did Too And Did Something About It"; "How Many Times Have You Wished For A Date And Couldn't Get One? 'Marty' Had That Problem And Found The Right Answer"; "Women Went Out Of Their Way To Avoid Him Until The Right Girl Came Along."

The Purple Plain

MELODRAMA
100M.

(Bryan)

(Filmed in Burma) (Technicolor)

ESTIMATE: Well-made, interesting entry.

CAST: Gregory Peck, Win Min Than, Bernard Lee, Maurice Denham, Ram Gopal, Brenda De Banzie, Lyndon Brook, Anthony Bushell, Jack McNaughton, Harold Siddons, Peter Arne, Mya Mya Spencer. Produced by John Bryan; directed by Robert Parrish.

STORY: In 1945 in the Burmese jungle is squadron leader Gregory Peck, who doesn't care whether or not he lives or dies, but bears a charmed life. His feeling stems from seeing his bride of a few hours die in a London air raid while he survived. His commanding officer and the unit doctor Bernard Lee see that his actions are undermining the morale of the men and think seriously of sending him out of the area. When his navigator is hit, a replacement, Lyndon Brook, is sent. Lee takes Peck to visit a nearby Burmese encampment run by a Scots missionary, Brenda De Banzie, where he meets Win Min Than, and they are attracted to each other with much of the tension in him lessening. He is ordered to fly officers Maurice Denham to another base and to break in Brook. A motor catches fire and they are forced to land in enemy territory. Brook breaks a leg and Peck decides that they try to walk out of the jungle and carry Brook. Their water supply is limited, and the going is rough. Denham breaks his collar bone in a fall, and deranged, shoots himself after spilling the available water. Peck pushes on carrying Brook until he is too weak. He leaves him and staggers on for help by himself which he encounters at a river's edge. Brook is taken to a hospital, while Peck's first move is to see Win Min Than.

X-RAY: Containing an interesting yarn embellished by authentic surroundings and settings, this entry has much that should assist in pleasing and attracting audiences. Performances by the cast are good, with Peck doing a particularly fine job with a meaty role. Direction and production are in the better class and the screen play by Eric Ambler based on the novel by H. E. Bates, is ably written, so that interest is kept on high pretty much throughout. Technicolor emphasizes the bleak, hot country-side of Burma and aids in getting across the story in proper fashion.

TIP ON BIDDING: Higher program rates.

AD LINES: "Thrills And Chills On The Plains Of Burma . . . Where A Man Found Life Instead Of The Death He Wanted"; "Raw Adventure In A Land Seldom Photographed"; "He Had A Reason For His Recklessness Until The Right Girl Came Along To Make Him Forget."

U-International

This Island Earth (527)

SCIENCE FICTION DRAMA
87M.

(Color by Technicolor)

ESTIMATE: Good programmer.

CAST: Jeff Morrow, Faith Domergue, Rex Reason, Lance Fuller, Russell Johnson, Robert Nichols, Karl Lindt, Douglas Spencer, Regis Parton. Produced by William Alland; directed by Joseph Newman.

STORY: Scientist Rex Reason is saved from a fatal crash in a jet plane by a mysterious force, and later, he receives mysterious equipment together with assembling instructions. Completed, Jeff Morrow appears on a picture screen to invite him to join in an experiment involving atomic energy, after which the set is destroyed. A pilotless plane deposits him in a remote section of Georgia, where Morrow is in charge of a huge laboratory. He meets scientist Faith Domergue. Sensing that there is a mysterious reason for the work, he and Domergue try to get away but are captured in a small plane by a huge space ship controlled by Morrow. It seems that the latter was in charge of a project to find nuclear energy via new sources to save planet Metaluna from the attacks of another planet in the outer solar system. Fighting off enemy missiles and space ships they land on the near destroyed planet. They are brought before governing head Douglas Spencer and are ordered into a machine that would take away their will power, but Morrow, seeing all is lost, escapes with them in the space ship just as the planet is destroyed. Reason is wounded but manages to get them back to earth so that they can land in their unharmed plane. Wounded, Morrow refuses to accompany them and plunges with his ship into the ocean.

X-RAY: A science fiction entry that is packed with all kinds of gadgets, gimmicks, and queer-looking individuals, this should do okeh as part of the program. providing a number of thrills for interested audiences as well as an interest-holding yarn. The cast is good as is the direction and production and a sneak preview audience seemed to enjoy the proceedings. The screen play is by Franklin Coen and Edward G. O'Callaghan based on the novel by Raymond F. Jones.

TIP ON BIDDING: Better program rates.

AD LINES: "Planets Battle Each Other With A Pair Of American Scientists Caught In The Middle"; "Thrills That Are Out Of This World"; "Out-Of-Spacers Wanted To Take Over Earth And The Result is Thrilling Adventure."

WARNERS

Jump Into Hell (410)

ACTION DRAMA
93M.

ESTIMATE: Rugged war entry should do okeh in action spots.

CAST: Jack Sernas, Kurt Kasznar, Arnold Moss, Peter Van Eyck, Marcele Dalio, Norman Dupont, Lawrence Dobkin, Pat Blake, Irene Montwill, Alberto Morin, Maurice Marsac, Louis Mercier. Produced by David Weisbart; directed by David Butler.

STORY: Officers are called for to reinforce the besieged fortress of Dienbienphu in Indo-China. Volunteers include Jack Sernas, Kurt Kasznar, Peter Van Eyck, and Norman Dupont. The group is parachuted down into the one mile area of the surrounded fort. Kasznar lands in Red controlled territory. He is slightly wounded while crossing over to friendly land. The four meet Colonel Arnold Moss, commander of the fort. Sernas encounters Lawrence Dobkin, the husband of Sernas' girlfriend in Paris. Words are exchanged. The Reds are closing in, escape routes have been cut off, and the fort seems doomed. Commander Moss receives telegrams of praise from the President of France, Churchill, and Eisenhower. He then instructs his forces to fight to the death. Another message is received promoting the Colonel to General and the officers celebrate with champagne. That night, two spies disguised as Vietnamese officers gain entrance to the fort and proceed to plant explosives. Their plan is foiled by Van Eyck who kills them while being badly wounded himself. Kasznar is killed while searching for water in enemy territory. Dobkin finds himself surrounded and is killed when he attempts to surrender. The Reds start their drive. Sernas and Dupont, with orders from the General, make their way out of the valley with sealed dispatches. The fortress falls after 56 days of battle.

X-RAY: As an attempt at recreating the conditions and brutality of the Dienbienphu fighting the film is highly successful. An air of authenticity surrounds the production, resulting in a well-paced and exciting entry. Acting and direction are satisfactory and photographic quality is okeh. The plot seems timely enough and should be good for maximum exploitation. Screen play is by Irving Wallace.

TIP ON BIDDING: Program rates.

AD LINES: "The First Blazing Battle Story Of The Ice-Nerved One-Man Armies Who Made The Fantastic 'Jump Into Hell' "; "The Screaming Screen Sensation Of The Gallant Stand At Dienbienphu!"; "Gisi Was No Angel; But She Was A Kind Of Heaven After The 'Jump Into Hell'."

MISCELLANEOUS

The Blonde Pick-Up

MELODRAMA 57M.

(Globe Roadshows)

ESTIMATE: Exploitation film for the duallers.

CAST: Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell, others. Produced by George Weiss; directed by Robert C. Deterno.

STORY: Timothy Farrell, operator of a gym, signs up Peaches Page to join his group of female wrestlers. He also operates a bookie joint and has an aide who tampers with the horses. A gambling syndicate tries to collect from him and he is subpoenaed by a crime probe. He tries to get Clara Mortensen, world's wrestling champ, and Rita Martinez, champion of Mexico, to throw their match, but they put on a good bout. Farrell then prepares to flee with his ill-gotten funds, with the mob in hot pursuit and police taking up the chase. Farrell is slain, the mobsters are unable to pick up the money that has been spilled from his suitcase, and the police close in and round up the gang.

X-RAY: This gangster meller of the wrestling racket has an exploitable title, two female wrestling bouts, and should be able to cash in in the less discriminating spots if given proper bally. Brief moments of humor lighten an otherwise dull and boring film which is handicapped by a weak plot, poor direction, and wooden acting by all concerned.

AD LINES: "The Story Of Girls In A Man's World"; "A 'New Profession' Open To Women"; "A Sizzling Expose Of A Crime Syndicate."

FOREIGN

Devil Girl From Mars

SCIENCE FICTION DRAMA 77M.

(Spartan) (English-made)

ESTIMATE: Science-fiction import for the lower half.

CAST: Hugh McDermott, Hazel Court, Peter Reynolds, Adrian Corri, Joseph Tomelty. Produced by Edward J. and Harry Lee Danziger; directed by David MacDonald.

STORY: Peter Reynolds, accused murderer, escapes from the authorities and takes refuge in a countryside inn where he is hidden by Adrian Corri, who loves him. Others present are reporter Hugh McDermott, Hazel Court, and professor Joseph Tomelty. When a space ship beaing a girl from Mars drops down nearby, the phone is out of commission, cars won't work, etc., and the inhabitants are helpless. McDermott tries to kill her with a gun, electricity, etc., but fails to harm her. Aboard the ship is also a robot with tremendous power to destroy any object selected. The invader threatens to destroy or take along a young nephew of the innkeeper but McDermott offers to go in his place. He tells the others that he will attempt to destroy the ship after it takes off by setting off the atomic power. He bids Court goodbye and the two realize they have fallen in love. Meanwhile, Reynolds offers to go with the space girl and they depart. After takeoff, he is successful in destroying the ship which disappears with a tremendous explosion saving the world and London for awhile.

X-RAY: This import has some moments of excitement and a number of science-fiction gimmicks as well as a fairly interesting story, average performances and ordinary direction. It can round out the program in neat enough fashion even with its unknown cast.

AD LINES: "She Had The Power Of The Universe In Her Finger Tips"; "Thrills From Another Planet"; "She Wanted To Take Young Men Back To Mars."

The Imposter

MELODRAMA 89M.

(Brandon)

(Japanese-made) (English titles)

ESTIMATE: Okeh Oriental import for the art houses.

CAST: Utaemon Ichikawa, Chikako Miyagi, Keiko Kishi, Kokichi Takata, Fijiro Yanagi, Kodayu Ichikawa, Kuniko Ikawa, Minoru Oki, Ayuko Saijo, Jogi Kaieda. Produced by Shigeki Sugiyama and Koichi Takagi; directed by Tatsuo Osone.

STORY: Two claimants to the throne of the Shogun, ruler of Japan, arrive in Tokyo. They both have documents as proof, but one, Kokichi Takata, is an imposter. Takata arrives with a big procession and extensive fanfare, while Minoru Oki, the legitimate claimant, arrives on foot with Ayuko Saijo, his fiancee. Baron Utaemon Ichikawa senses from the first that Takata is an imposter, and is able to prevent an assassination attempt on Oki's life. The true heir takes shelter in Ichikawa's house. Ichikawa's sister, Keiko Kishi, is kidnapped by Takata and imprisoned. Word is sent that an exchange is possible, his sister for Oki. Kishi manages to escape. A beggar informs Takata that he was a witness to a crime several years ago, whereby the documents of inheritance were obtained. An attempt on his life is made by Takata's forces, but refuge is finally taken by the hunted man in Ichikawa's quarters. At the Kabuki theatre, Takata sees his crime reenacted on the stage. Ichikawa jumps up and confronts him. Takata and his henchmen are killed. Oki is recognized as the rightful heir, which Ichikawa, whose love was being sought by Kuniko Ikawa, decides that even though he loves her he is not the right man to be her husband, and sets out for the unknown adventures of the open road.

X-RAY: This film has a distinct Oriental flavor and is dominated by traditional Japanese costumes, customs, and swordplay. The plot is simple and in some ways melodramatic, but has enough of the unorthodox to make it suited for art audiences. In performances, direction, and photography quality runs high. Screen play is by Hyogo Suzuki, based on a story by Mitsuzo Sasaki.

AD LINES: "A Rare Treat From The Orient"; "Another Top Japanese Film"; "From The Heart Of Japan Comes This Bit Of Screen Artistry."

Princess Cinderella

FANTASY 72M.

(Carroll)

(Italian-made)

(Dubbed English dialogue)

ESTIMATE: Should appeal most to juvenile audiences.

CAST: Silvana Jachino, Roberto Villa, Paola Stoppa, Rosetta Tofano, Mario Pisu, Guglielmo Bernabo, Mercedes Brignone, Tina Mannozzi, Teresa Palazzi, Camillo Pilotto, Amelia Chellini, Lago Nais, Mario Gallina, Piero Carbabuci, Renato Chiantoni, Virgilio Botti. Produced by Edoardo Capolino; directed by Sergio Tofano. English version directed by Muriel Levor.

STORY: The film relates the further adventures of Cinderella after she marries Prince Charming. There is to be a court reception for Count Mario Pisu, and Princess Silvano Jachino is to wear her magic slippers. Her stepsisters put wax in the toes of the slippers, resulting in their no longer fitting her. King Guglielmo Barnabo discovers the slippers to be too small and banishes the Princess from the castle. Rosetta Tofano, a dishwasher, chooses to go along with her. Pisu and messenger Paola Stoppa decide to defend Jachino, and take after her. Jachino and Tofano fly by umbrella to a magic cottage where witch Amelia Chellini tricks them into going to the home of ogre Camillo Pilotto. The ogre can't eat the two because his teeth have fallen out, and so he goes to town to visit a dentist. Pisu and Stoppa rescue Jachino and Tofano. Joy is short lived because the ogre throws a bomb which apparently kills the Princess. Good Fairy Lago Nais appears and tells Prince Roberto Villa that if he gets Jachino a drink of water from the enchanted fountain before midnight, all will be well. Villa succeeds.

X-RAY: This film fantasy is well presented, and its settings and acting performances are in keeping with its fairy-tale theme. It should prove good entertainment for juvenile audiences. However, it is not adequate for adult groups and even in art houses it will have rough going. Screen play is by Anton Sto, and Metz, from a story by Sto.

AD LINES: "Delightful Entertainment For Young And Old"; "The Further Adventures Of Cinderella Brought To Life"; "And So They Lived Happily Ever After . . . Or Did They?"

The Short Parade

TWO REEL

Color Travel

MISSISSIPPI TRAVELER. Warners—Color Special. 17m. In WarnerColor the film takes in the length of the Mississippi from its northernmost point at Minnesota to lower New Orleans where it enter into the Gulf of Mexico. Seen are the statue of Mark Twain, the Tom Sawyer house, St. Louis, Natchez, Minneapolis, St. Paul, New Orleans. The picture tells of the old showboat days and shows how old ways have given way to new inventions. EXCELLENT. (2007).

ONE REEL

Color Cartoon

THE BAND MASTER. Universal-International—Walter Lantz Cartune Reissues. 7m. When first reviewed in THE SERVISECTION of December, 1947, it was said: "Andy Panda is the leader of a circus band, and as the group plays the 'Overture To Zampa,' the various performers are seen going through their paces with comic variations. GOOD." (1351).

COOKIN' WITH GAGS. Paramount—Popeye Cartoons. 7m. Popeye, Bluto, and Olive Oyl go out for a picnic on April Fool's Day. Bluto plays all kinds of mean tricks on Popeye, exploding gadgets and the messing up of the picnic food. Popeye is blamed for all the trouble, and he gets in bad with Olive. At the end, however, Popeye and his spinach get the best of Bluto. FAIR. (E14-3).

DEAR OLD SWITZERLAND. 20th Century-Fox—Terrytoon Topper Reissues. 6m. When first reviewed in THE SERVISECTION

of December, 1944, it was said: "This covers such things as skiing, St. Bernard dogs, ski trains, the cheese industry, etc., with no particular high spots. FAIR." (5502).

DIZZY DISHES. Paramount—Noveltoons. 6m. Little Audrey rigs up a gadget that washes and dries dishes and sets them up in an orderly pile. Suddenly, Audrey hears over the radio that flying saucers are seen in the sky. She imagines visitors from another planet invade the earth, and her battling them with pots and pans. The dishwashing gadget goes wrong, brings her back to reality and sending the dishes flying across the room. EXCELLENT. (P14-3).

DR. JEKYLL AND MR. MOUSE. MGM—Gold Medal Reprint Cartoons. 8m. When first reviewed in THE SERVISECTION of May, 1947, it was said: "Tom, the cat, manages to steal a pint of cream, empties it into a saucer, gets all prepared to have himself a party, when he is interrupted by Jerry, the mouse, who slinks up on the saucer, and helps Tom have his feast. Tom tries all kinds of methods to rid himself of the pesky mouse, but to no avail. Finally, he substitutes a concoction and sets it in front of Jerry, Jerry helps himself to a large portion of the stuff, and, instead of dropping dead, becomes a mighty character. The windup finds Jerry kicking Tom all over the place. GOOD."

HIDE AND SHRIEK. Paramount—Casper Cartoons. 7m. Casper the ghost is visited by Spooky, another ghost. Spooky would much rather scare people out of their wits than play hide and seek with Casper. Spooky so terrifies everyone that Casper is forced to do some scaring himself, directed at Spooky. GOOD. (B14-3).

LIGHTHOUSE MOUSE. Warners—Merrie Melodies. 7m. A mouse disturbed by the beacon lighting at the lighthouse turns it off. The lighthouse keeper orders Sylvester, the cat, to catch the mouse, but the cat runs into trouble from a baby kangaroo whom he imagines to be a big mouse. The kangaroo and the mouse team up and get the cat into trouble with the lighthouse keeper. GOOD. (2713).

PUP ON A PICNIC. MGM—CinemaScope. Cartoons. 7m. A couple of dogs go on a picnic. They find a quiet spot to stretch out and prepare to eat when Tom and Jerry come along. The cat and mouse start a merry chase, Jerry hiding underneath sandwiches and creating an illusion that the sandwiches are alive. The frolicking is interrupted by a group of ants which proceed to cart off all the food and drive the picnickers away. FAIR.

PRIVATE EYE POOCH. U-I—Walter Lantz Cartunes. 6m. Woody Woodpecker is puled out of a jail cell to act as a subject in a taxidermy lesson on how to stuff a woodpecker. Woody escapes and a bloodhound is sent to make the capture. After a merry chase, the pair arrive back at the taxidermy school, but this time the person locked up is the instructor. GOOD. (1326).

RIVER RIBBER. Columbia—Color Favorites Reissues. 6m. When first reviewed in THE SERVISECTION of April, 1946, it was said: "This has to do with a crazy steamboat race on the ol' Mississippi between crafts operated by Tall and Small and the Spook, the latter being a ghost and ghost ship. When Small retrieves his good luck rabbit's foot, the boys win the race, and are heralded as heroes, but when the good luck charm is lost again, they wind up getting dumped into the river from a garbage truck. BAD." (7609).

ROBIN RODENTHOOD. Paramount—Herman and Katnip Cartoons. 7m. Herman the mouse plays Robin Hood for his little cousins who are forever harassed by Katnip, the greedy cat. Katnip levies exorbitant taxes on the poor mice, but Herman goes to the cat's castle and evens the score. At first Herman is imprisoned, but ingenuity by the mouse lands Katnip in the jaws of an alligator. GOOD. (H14-2).

SAHARA HARE. Warners—Bugs Bunny Specials. 7m. Bugs Bunny, clad in a bathing suit in the middle of the Sahara Desert, thinks that he's on Miami Beach. Failing to find the Atlantic Ocean, Bugs settles for a dip in a desert oasis water hole. Yosemite Sam, desert outlaw, attacks Bugs, who takes refuge in a deserted Foreign Legion fort. Sam tries to blast his way into the fort, but Bugs outwits Sam at every turn and wins out at the end. GOOD. (2726).

SALT WATER TABBY. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVISECTION of July, 1947, it was said: "Tom is out to enjoy himself at the beach, all set for a picnic, etc., but Jerry, as usual, interferes. This especially irks Tom as he has just met a pretty Tabby, and is on the make; but Jerry insists on being a pest, keeping up the usual chase, in which a crab also joins, much to the discomfiture of Tom. FAIR."

TOUCHE, PUSSY CAT. MGM—CinemaScope Cartoons. 7m. Jerry becomes a mousketeer and engages Tom in a series of vicious duels. The cat seems to have the upper hand at first but Jerry using his ingenuity manages to send Tom floating away on the crest of a flood. GOOD.

YOU WERE NEVER DUCKIER. Warners Blue Ribbon Hit Parades. 7m. When first reviewed in THE SERVISECTION of August, 1948, it was said: "Daffy Duck visits the poultry show, notes first prize for the best chicken is $5,000, and first prize for duck is $5, so he decides to pose as a chicken. A baby chicken hawk, out to please his dad, and bring home the world's best chicken, tries to kidnap Daffy, who thinks he is taking him to the chicken judge. When Daffy learns the truth, he puts up a fight, escapes, and gets back to the show in time for the judging. When he loses as the best chicken, he tells the judge he is really a duck, but the little chicken hawk, now posing as a duck, gets the $5 instead. GOOD." (2307).

Comedy

SO YOU WANT TO BE A GLADIATOR. Warners—Joe McDoakes Comedies. 10m. Joe is a musician in King Nero's court. He breaks a string on his lyre and as a punishment is sentenced to be thrown to the lions. A friend of Joe's plans to dress in a lion's suit and switch places with the real lion but the switch is never made. Joe, thinking that the lion is his friend dressed up, proceeds to subdue it, and when he is awarded a slave girl for a prize, Joe's wife proceeds to subdue him. FAIR. (2404).

Musical

ELLIOT LAWRENCE AND HIS ORCHESTRA. Columbia—Thrills Of Music Reissues. 10m. When first reviewed in THE SERVISECTION of September, 1948, it was said: "Disc jockey Fred Robbins tosses the jive language around between numbers by the Elliot Lawrence band. Glamorous Mindy Carson sings 'Gypsy In My Soul' and Alan Dale renders 'Oh Marie' in Italian and English. GOOD." (7455).

Color Novelty

DUST EATERS. U-I—Color Parades. 9½m. The cars shown racing in Pennsylvania are not hot-rods, but are known as sportsmens. Speeding around the track, these beat up vehicles saturate their drivers with dust. This particular race is 100 miles, but it is shortened when tragedy strikes in the form of a 10-car pileup. EXCELLENT. (1381).

Novelty

ALL CHIMPS ASHORE. Paramount—Toppers. 10m. Wilbur the chimp steers a small boat. He goes ashore and proceeds to admire the lovelies in a bathing beauty contest. The next moment he's on a ferris wheel causing panic among the riders high up in the air. The chimp also smokes cigarettes and drinks Scotch. GOOD. (M14-4).

HOLLYWOOD COWBOY STARS. Columbia—Screen Snapshots. 10½m. With Jack Carson as m.c., assisted by his wife, Lola Albright, highlights from the screen careers of John Wayne, Jane Russell, Gene Autry, Monty Montana, and a host of trick riders are shown. FAIR. (7853).

JUST WHAT I NEEDED. MGM—Pete Smith Specialties. 9m. Dave O'Brien is one who has to suffer through a variety of results from gifts received and accessories, such as an auto, a motorcycle, and an electric toaster. He fiddles around with all the things and gets into trouble. FAIR.

LITTLE LOST SCENT. U-I—Variety Views. 9m. A young skunk leaves his family and wanders off. He meets two bear cubs, and then in a barnyard meets a cow, some cats, and a dog. Scaring boys on bicycles, he almost winds up under the wheel of the farmer's tractor. The skunk finally decides to join his family and heads home. FAIR. (1342).

THOSE EXCITING DAYS. Warners—Varieties. 10m. The film is composed of newsreels of the events leading up to World War I. The film's highlights include The Russian Czar passing in procession, Germany's Kaiser Wilhelm attending a stag hunt, French recruits marching off to war, Belgium being invaded by Germany, Turkey's largest battleship being sunk by Russian guns, Lloyd George becomes Prime Minister, the German offensive is stopped at the Marne, and Marshal Joffre becomes a national hero. GOOD. (2604).

YOU'RE A TROOPER. Paramount—Pacemakers. 10m. A state trooper comes upon a highway automobile accident. A man is dead and it seems a drunken driver killed him. This seems like a routine case for the police officer, but the evidence is weighed by the coroner, an identification man, and the crime lab technician, with the result being that new evidence points to a hit-and-run driver and not the drunken man. A search is made for the real culprit and he is finally picked up and booked for the crime. (K14-3).

Sports

SWIM AND SURVIVE. Paramount—Grantland Rice Sportlights. 9m. Teen-age girls are seen demonstrating the proper method of life saving. The Red Cross demonstrates their method of saving a drowning man. At a California beach, the surfboard is used to help the life saver reach the victim more quickly. GI's in amphibious training put out gasoline fire on the water's surface and swim under water to avoid being hit by gunfire. FAIR. (R14-6).

ALPHABETICAL GUIDE To 280 Features Reviewed Since The Sept. 8, Issue

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MASTERSON OF KANSAS—73m.—Columbia 3877
MISS GRANT TAKES RICHMOND—87m.—Columbia 3845
MURDER IS MY BEAT—77m.—Allied Artists 3921
MYSTERY LAKE—60m.—Lansburgh 3865

N

NAKED HEART, THE—96m.—Associated Artists 3932
NEW ORLEANS UNCENSORED—76m.—Columbia 3922
NEW YORK CONFIDENTIAL—87m.—Warners 3924

O

ON THE WATERFRONT—108m.—Columbia 3823
ONE SUMMER OF HAPPINESS—93m.—Times 3892
OUTLAW STALLION, THE—64m.—Columbia 3824
OPERATION DIPLOMAT—64m.—American Feature Attractions 3864
OPERATION MANHUNT—77m.—UA 3863
OTHER WOMAN, THE—81m.—20th-Fax 3898
OUTLAW'S DAUGHTER, THE—75m.—20th-Fox 3878

P

PASSION—84m.—RKO 3855
PHFFFT—91m.—Columbia 3862
PIRATES OF TRIPOLI—78m.—Columbia 3914
PORT OF HELL—80m.—Allied Artists 3885
PRINCE OF PLAYERS—102m.—20th-Fox 3898
PRINCESS CINDERELLA—72m.—Carroll 3946
PRIVATE HELL 36—81m.—Filmakers 3830
PRODIGAL, THE—114m.—MGM 3943
PROFILE—65m.—American Feature Att. 3892
PURPLE PLAIN, THE—100m.—UA 3945
PUSHOVER—88m.—Columbia 3824

Q

QUEST FOR THE LOST CITY—60m.—RKO 3898

R

RACE FOR LIFE, A—68m.—Lippert 3905
RACERS, THE—92m.—20th-Fox 3916
RAGE AT DAWN—87m.—RKO 3937
REAP THE WILD WIND—122m.—Paramount 3855
REAR WINDOW—112m.—Paramount 3825
RETURN OF OCTOBER, THE—89m.—Columbia 3942
REVENGE OF THE CREATURE—82m.—U-I 3938
RICOCHET ROMANCE—80m.—U-I 3864
ROGUE COP—92m.—MGM 3825
ROMEO AND JULIET—140m.—UA 3891
ROOGIE'S BUMP—70m.—Republic 3838
RUNAWAY BUS, THE—78m.—Kramer-Hyams 3873
RUN FOR COVER—93m.—Paramount 3943

S

SABAKA—74m.—UA 3916
SABRINA—113m.—Paramount 3826
SARATOGA TRUNK—135m.—Warners 3879
SEVEN ANGRY MEN—90m.—AA 3937
SHANGHAI STORY, THE—90m.—Republic 3838
SHE WOLF, THE—93m.—Republic 3855
SHE WORE A YELLOW RIBBON—103½m.—RKO 3827
SHIELD FOR MURDER—80m.—UA 3828
SHOTGUN—81m.—Allied Artists 3941
SIEGE, THE—63m.—Lippert 3885
SIGN OF THE PAGAN—92m.—U-I 3871
SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942
SITTING BULL—105m.—UA 3839
SIX BRIDGES TO CROSS—96m.—U-I 3907
SLEEPING TIGER, THE—89m.—Astor 3853
SMOKE SIGNAL—88m.—U-I 3916
SNOW CREATURE—70m.—UA 3871
SO THIS IS PARIS—96m.—U-I 3871
SQUARE RING, THE—73m.—Republic 3915
STAR IS BORN, A—182m. and 154m.—Warners 3847
STARS OF THE RUSSIAN BALLET—75m.—Artkino 3840
STEEL CAGE, THE—80m.—UA 3864
STRANGER ON HORSEBACK—66m.—UA 3931
STRANGER'S HAND, THE—86m.—DCA 3925
STRATEGIC AIR COMMAND—114m.—Paramount 3944
SUDDENLY—77m.—UA 3829
SUSAN SLEPT HERE—97m.—RKO 3827

T

TARGET EARTH—75m.—Allied Artists 3897
TARZAN ESCAPES—89m.—MGM 3862
TARZAN'S HIDDEN JUNGLE—73m.—RKO 3930
TARZAN THE APE MAN—102m.—MGM 3862
TEASERAMA—69m.—Beautiful 3908
TEN WANTED MEN—80m.—Columbia 3914
TERROR SHIP—72m.—Lippert 3838
THEODORA, SLAVE EMPRESS—88m.—I.F.E. 3877
THERE'S NO BUSINESS LIKE SHOW BUSINESS—117m.—20th-Fox 3886
THEY RODE WEST—84m.—Columbia 3853
THEY WERE SO YOUNG—78m.—Lippert 3914
THIS ISLAND EARTH—87m.—U-I 3945
THIS IS MY LOVE—91m.—RKO 3846
THIS IS YOUR ARMY—55m.—Movietone News-U. S. Army 3893
THREE FOR THE SHOW—91m.—Columbia 3929
THREE HOURS TO KILL—77m.—Columbia 3838
THREE RING CIRCUS—104m.—Paramount 3862
THUNDER PASS—76m.—Lippert 3824
TIGHT SPOT—97m.—Columbia 3942
TIMBERJACK—94m.—Republic 3915
TOBOR THE GREAT—77m.—Republic 3827
TONIGHT'S THE NIGHT—88m.—Allied Artists 3921
TOO YOUNG FOR LOVE—88m.—I.F.E. 3942
TRACK OF THE CAT—102m.—Warners 3872
TREASURE OF RUBY HILL—71m.—Allied Artists 3913
TROUBLE IN THE GLEN—91m.—Republic 3878
TROUBLE IN STORE—85m.—Republic 3906
TRUE AND THE FALSE, THE—79m.—Helene Davis 3909
TRUE FRIENDS—99m.—Artkino 3892
TWELVE O'CLOCK HIGH—131½m.—20th-Fox 3898
20,000 LEAGUES UNDER THE SEA—122m.—Buena Vista 3893
TWIST OF FATE—89m.—UA 3864

U

UGETSU—96m.—Harrison-Davidson 3848
UNCHAINED—75m.—Warners 3917
UNDERWATER—99m.—RKO 3905
UNHOLY FOUR, THE—80m.—Lippert 3854
UNTAMED—111m.—20th-Fox 3931

V

VERA CRUZ—94m.—UA 3899
VIOLENT MEN, THE—96m.—Columbia 3889

W

WAGES OF FEAR, THE—106m.—International Affiliates 3924
WEDDING NIGHT FROLICS—66m.—Union 3918
WELCOME THE QUEEN—50m.—BIS 3841
WEST OF ZANZIBAR—84m.—U-I 3887
WHITE CHRISTMAS—120m.—Paramount 3826
WHITE FEATHER—102m.—20th-Fox 3923
WHITE ORCHID, THE—81m.—UA 3886
WINDOW, THE—73m.—RKO 3827
WOMAN'S FACE, A—106m.—MGM 3846
WOMEN'S PRISON—80m.—Columbia 3914
WOMAN'S WORLD—94m.—20th-Fox 3846
WYOMING RENEGADES—73m.—Columbia 3929

Y

YELLOW MOUNTAIN, THE—78m.—U-I 3878
YELLOWNECK—83m.—Republic 3938
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871
YOUNG AT HEART—117m.—Warners 3891

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the [illegible] at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MARCH	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**MARCH**
Seven Angry Men R. Massey, D. Paget, J. Hunter **The Big Tip Off** R. Conte, C. Smith, B. Bennett **Dial Red O** B. Elliott, K. Larsen, H. Stanley	**New Orleans Uncensored** A Franz, B. Garland, H. Stanton **Wyoming Renegades** P. Carey, G. Evans, W. Bishop (Technicolor) **The Detective** A. Guinness, J. Greenwood, P. Finch (English-made)	**The Silver Star** E. Buchanan, M. Windsor, L. Chaney	**Hit The Deck** J. Powell, D. Reynolds, V. Damone (Color) (CinemaScope) **Anchors Aweigh** (Reissue)	**The Country Girl** B. Crosby, G. Kelly, W. Holden	**Quest For The Lost City** D. and G. Lamb (Made in Guatemala) (Color)	**Yellowneck** L. McCarthy, S. Courtleigh, B. Kroeger (Trucolor) **A Day To Remember** S. Halloway, J. Rice, O. Versois (English-made)	**Untamed** T. Power, S. Hayward, R. Egan (Color) (CinemaScope) **Angela** D. O'Keefe, M. Lane	**Big House, U.S.A.** B. Crawford, R. Meeker (Schenck-Koch) **Stranger On Horseback** J. McCrea, Miroslava (Technicolor) (Goldstein) **Marty** E. Borgnine, B. Blair (Hecht-Lancaster)	**Captain Lightfoot** R. Hudson, B. Rush (Technicolor) (CinemaScope) (Made in Ireland) **Smoke Signal** D. Andrews, P. Laurie (Technicolor) **Land Of Fury** J. Hawkins, G. Johns (Eastman color) (Print by Technicolor) (Made in New Zealand) (Rank)	**Battle Cry** A. Ray, M. Freeman, V. Heflin (WarnerColor) (CinemaScope) **New York Confidential** B. Crawford, A. Bancroft, R. Conte
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
An Annapolis Story J. Derek, K. McCarthy, D. Lynn (Technicolor) **Shotgun** S. Hayden, Y. DeCarlo, Z. Scott (Technicolor) **High Society** L. Gorcey, H. Hall, A. Blake	**Three For The Show** B. Grable, J. Lemmon, M. and G. Champion (Technicolor) (CinemaScope) **Jungle Moon Men** J. Weissmuller, J. Byron, B. Curtis **The Return Of October** (Reissue)	**The Glass Tomb** J. Ireland (Made in England) **Thunder Over Sangoland** J. Hall, M. Lord	**The Glass Slipper** L. Caron, M. Wilding, K. Wynn (Eastman color) **Bedevilled** A. Baxter, S. Forrest (Eastman Color) (CinemaScope)	**Run For Cover** J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistaVision) **Mambo** S. Winters, S. Mangano V. Gassman	**Escape To Burma** B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope) **Rage At Dawn** R. Scott, M. Powers, F. Tucker (Technicolor) **The Informer** **Berlin Express** (Reissues)	**Santa Fe Passage** J. Payne, F. Domergue, R. Cameron (Trucolor)	**A Man Called Peter** J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope) **Violent Saturday** V. Mature, S. Sidney (DeLuxe color) (CinemaScope) **The Adventures Of Sadie** J. Collins, K. More, G. Cole (Color)	**The Purple Plain** G. Peck (Made in Ceylon) (Technicolor) (Rank) **A Bullet For Joey** E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond) **Lilacs In The Spring** E. Flynn, A. Neagle (Eastman color) (English-made) (Wilcox)	**Chief Crazy Horse** V. Mature, S. Ball, J. Lund (Print by Technicolor) (CinemaScope) **Ma and Pa Kettle At Waikiki** M. Main, P. Kilbride, L. Nelson **Man Without A Star** K. Douglas, J. Crain, C. Trevor (Technicolor)	**East Of Eden** J. Harris, J. Dean, R. Massey (WarnerColor) (CinemaScope)
MAY	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**
		Air Strike R. Denning, G. Jean, D. Haggerty **Phantom Of The Jungle** J. Hall, R. Montgomery, A. Gwynne	**The Prodigal** L. Turner E. Purdom, L. Calhern (Eastman Color) (CinemaScope) **The Marauders** D. Duryea, J. Richards, K. Wynn (Eastman Color) (Print by Technicolor)		**Bringing Up Baby** **I Remember Mama** (Reissues)	**I Cover The Underworld** S. McClory, J. Jordan, R. Middleton **Magic Fire** Y. DeCarlo, C. Thompson, R. Gam (Trucolor)	**The Magnificent Matador** M. O'Hara, A. Quinn (Technicolor) (CinemaScope) **Soldier Of Fortune** C. Gable, S. Haywood, M. Rennie (Color by DeLuxe) (CinemaScope) **Life In The Balance** R. Montalban, A. Bancroft (Made in Mexico) **The Living Swamp** **Nature in the Okefenokee Swamp** (Color by DeLuxe) (CinemaScope)		**Revenge Of The Creature** J. Agar, L. Nelson, J. Bromfield (3-D and 2-D) **Cult Of The Cobra** R. Domergue, R. Long, M. Thompson **The Looters** R. Calhour, J. Adams, T. Gomez	**Jump Into Hell** J. Sernas, K. Kasznor, A. Moss

OBSERVATIONS

April 7-8—Passover
8—Good Friday
10—Easter

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
APRIL	28	7	15	22



THEY CAN'T TURN OFF YOUR COMMERCIAL!

'Cause you've got the world's greatest "captive audience" right in your theatre . . . an opportunity for selling that no other advertising medium can offer.

Be sure you're taking fullest advantage of the sales possibilities . . . the money-making power . . . of trailers on your screen by contacting your N.S.S. representative . . . today!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

APRIL 13, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



"A Tip On Bidding"

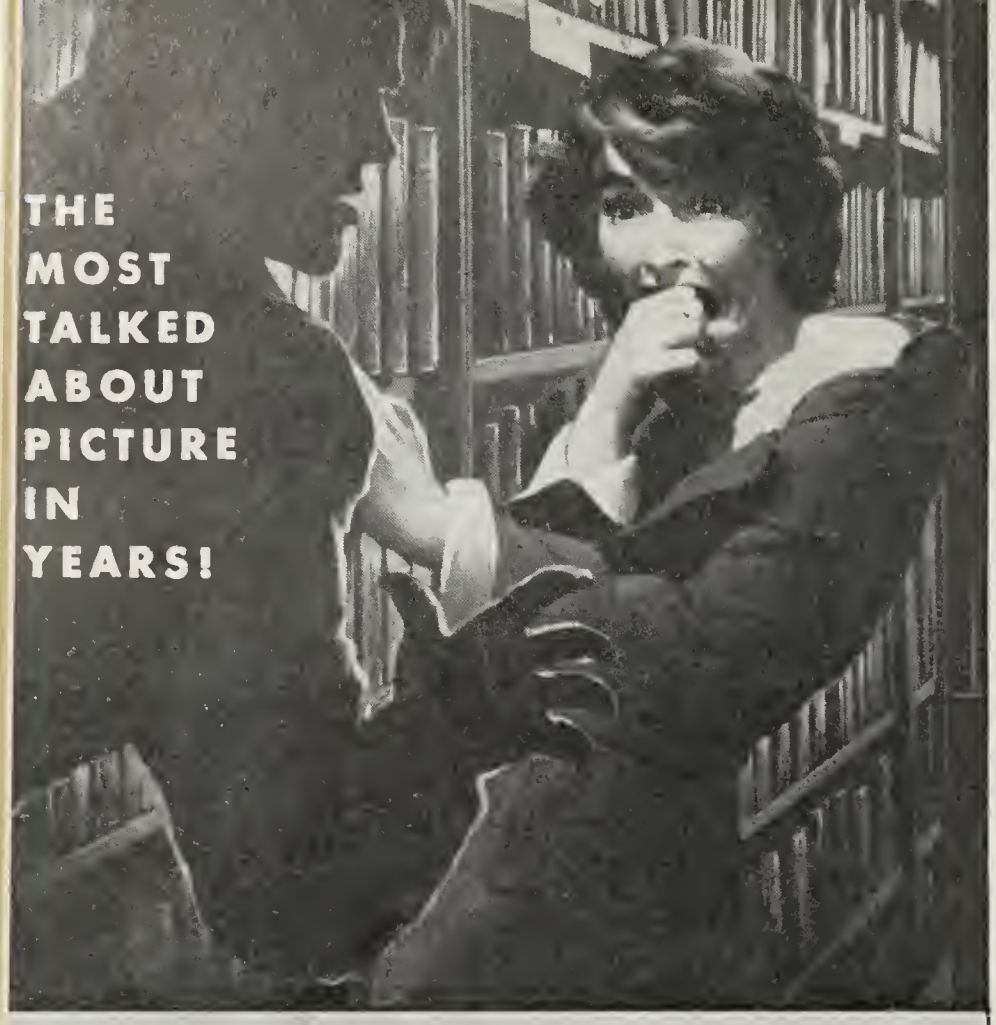
(editorial)

Republic May Quit Theatre Production

(page 5)

AND FEATURING: STUDIO SURVEY

Robert J. O'Donnell, Interstate Circuit, Dallas, in an example of brotherhood in action, helped the industry launch the 1955 Allied Jewish Appeal in Philadelphia.



M-G-M presents

"BLACKBOARD JUNGLE"

Starring

GLENN FORD

ANNE FRANCIS · LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS

Based On the Novel by EVAN HUNTER

Directed by RICHARD BROOKS · Produced by PANDRO S. BERMAN

(AVAILABLE IN PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

SENSATION OF THE NATION!

IN PHILADELPHIA: "A real shocker . . . Should have the whole town talking." *—Daily News*

IN NEW YORK: "Bound to be one of the most widely discussed pictures of the year! A picture you won't soon forget!" *—Journal-American*

IN BOSTON: "Powerful . . . Authentic . . . One of the most arresting films of the year." *—Globe*

IN SAN FRANCISCO: "Packs dramatic punch . . . Topical and timely drama." *—Examiner*

IN CLEVELAND: "Great . . . You will be moved as you rarely have been moved." *—News*

NATIONALLY: "Shocking and unforgettable" says *Walter Winchell, (Syndicated Columnist, Radio-TV Commentator)*

"BLACKBOARD EXPLODES ACROSS AMERICA!

BOSTON BOFF! *(Held! 3rd Week!)*

STATE—BEST IN A YEAR!
ORPHEUM—TOPS EXCEPT "KNIGHTS OF ROUND TABLE" AND NEW YEARS

CLEVELAND WOW! *(Held! 3rd Week!)*

SENSATIONAL IN SPITE OF SNOW AND RADIO "STAY HOME" WARNINGS!

FRISCO WHAM! *(Held! 3rd Week!)*

EQUALS HAPPY NEW YEAR BIZ!

PHILLY PHENOM! *(Held! 3rd Week!)*

BEATS "MOGAMBO" FOR ALL-TIME HOUSE RECORD!

NEW YORK TOPS! *(3rd Week o Extended Run!*

BIGGEST IN 6 YEARS AT STATE, N. Y.

PRESS-TIME FLASH!

New Brunswick, Trenton Terrific, Held Over!
Every New Opening Proves It's Sure-Fire!

MOTION PICTURE

EXHIBITOR

APRIL 13, 1955
VOLUME 53 NUMBER 24

A TIP ON BIDDING

WITH EACH SUCCEEDING MONTH bringing fewer and fewer pictures, so that even one major picture failing to deliver an average gross can upset the most stable key run, there seems to be a steady increase in bidding and rumors of bidding. There are even some sales executives among distributors who are known to advocate bidding, and who continue to apply the increased pressure of sales demands on two or three competing theatres in an effort to drive one of them to the feverish demand. That bidding (stretching beyond your economic depth for the hits, and even stretching to hit prices for the medium and little pictures you need to keep your theatre open) is a form of economic self destruction for theatres is now a well established fact. But it takes an unusually honorable distributor, who loves this business and who genuinely wants to see his customers succeed and prosper hand-in-hand with his company, who will dramatically dissuade theatremen from bidding.



That is why the accompanying illustration, handed to me by Pete Rosian, district manager for Universal-International, has made such a profound impression that I want to share it with our theatre subscribers.

Pete Rosian is no Johnny-come-lately. His distribution experience was gained the hard way in a half dozen or more branches throughout the country. He knows theatres—and theatremen—and the most profitable way to merchandise motion pictures. He knows that, regardless of the ambitions of the producers, motion pictures come in the three grades of good, bad, and indifferent. And, as a "company man," he is always out to get the fairest deal he can for his company.

But Pete Rosian is smart in still another way. He has watched over 6,000 theatres close, some of which had to be U-I customers. He has listened to equally experienced theatremen, and he knows why most of these 6,000 theatres closed. He knows that the problems are greater than any one company or any one district manager can solve; but he also knows that, if the mistake of bidding is added to the problems, there are going to be a lot more closed theatres and a lot fewer U-I customers.

The accompanying illustration, wherever he found it, is Pete Rosian's effort to bring sanity to this business. He has a pocket full of them.

Next time you see him, ask him for one!

SOUNDPROOFING NEEDED

DOWN IN RICHMOND, VA., there used to be a famous eating place that boasted: "He Eats At His Own Restaurant!" From this statement the public was supposed to draw some confidence in the quality and delectability of the food.

A "pop-off" by its president at an annual stockholders meeting of one of the national producer-distributors last week merited a top-of-the-sheet, although tongue-in-cheek, story on the influential financial page of The New York Times. From it we learn that this particular company's "picture making facilities for the movies might be worth more dead"; that a definite decision "on the question of ending the production of pictures for distribution to movie theatres" would be made within the next 60 to 90 days; that "he personally favored the step and had notified major theatre operators throughout the country of the impending move"; and that it was "impossible . . . to make a profit from producing pictures for the movies."

Faced with such testimony, the Skourases, the Cohns, the Balabans, and Warners, and Schencks, and Rachmils, and even the Goldwyns, the Broidys, and the Disneys, become supermen indeed. Not only was it "possible" for them to make a profit from producing pictures for the movies; but most of them in 1954 made *more profit*—on *less pictures*—and with *no theatres*—than ever before in the entire history of their companies. What manner of giants are these? They haven't been well appreciated!

But "pop-offs" like these do the industry damage. And even if this didn't matter to the president in question, he should have remembered the potential damage to his own company. Certainly no theatreman will contract for his pictures very far in advance, or place much confidence in his futures, when he himself states that 60 to 90 days will probably produce his company's retirement to the minor leagues.

It so happens that the last really first class and big grossing picture made by this company was "The Quiet Man." At the known risk of never again running a line of their advertising, plain industry horse sense suggests that we advise this president that he should emulate the leading character in this picture.

Like the restauranteur in Richmond, Va., he should "eat at his own," and not tell the customer, whether patron or theatreman, that his stuff is inadequate so go buy somewhere else.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Distribution

Motion picture salesmen accuse distributors of not bargaining in good faith (page 22).

Exhibition

Claude Ezell and Associates, Dallas, approves a $2,400,000 circuit expansion program (page 5).

Financial

American Broadcasting-Paramount Theatres reports a rise in operating profits, with 42 devistitures still necessary (page 11).

International

John J. Fitzgibbons is honored at the fourth annual Toronto Communion Breakfast; Dan Krendel wins the Toronto Variety Club heart award; Canadian production activity continues to increase; and English exhibitors add to holdings (page 14).

Legal

Exhibitors win a treble damage decision in a clearance suit in Philadelphia (page 5).

Ohio's Robert Wile discounts possibilities of city level censorship legislation (page 6).

A stockholder in Wilmington, Del., seeks to halt the sale of RKO stock by Howard Hughes to Atlas Corporation (page 11).

The Supreme Court rejects a censorship challenge by the American Civil Liberties Union (page 15).

Legislative

National Allied's Abram Myers and Congressional leaders rap the attorney general's report as weakening to anti-trust supervision (page 6).

Mel Konecoff

Morey Goldstein, Allied Artists vice-president and sales head, reports on his and president Steve Broidy's tour; Gina Lollobrigida captures Esquire; and some interesting mail is received (pages 4 and 15).

Organizations

Bob O'Donnell launches the Allied Jewish Appeal drive in Philadelphia (page 5).

Illinois TOA unit organizes a conciliation service to arbitrate industry dispute (page 11).

Gulf States Allied reelects Abe Berenson as president (page 22).

Production

Herbert J. Yates, Republic president, reveals that the company may quit producing for theatres and concentrate entirely on TV, with decision to be made within 90 days (page 5).

Technical

Darryl Zanuck, 20th-Fox production chief, reports that "revolutionary" new improvements will be demonstrated in coming C'Scope demonstrations (page 4).



Eric Johnston, president, Motion Picture Association of America, and Mrs. Catherine Marshall, authoress, 20th-Fox's "A Man Called Peter," were hosts to Senators and Representatives at a recent dinner and advance screening of the film. They are seen with Senator Lister Hill, Alabama.

NEW YORK
By Mel Konecoff

ALLIED ARTISTS is more than satisfied with the results of the recently completed 16-city tour of company toppers Steve Broidy and Morey Goldstein, where they reported to exhibitors on the state of the company and where they also requested cooperation from them so that they can go ahead with their contemplated improvement-in-production campaign. This was made clear during a luncheon-interview with Goldstein, vice-president and general sales manager.



KONECOFF

Bookings and pledges of cooperation are pouring in at a record pace, and he expected that come May 1 billings will be at least 50 per cent ahead of any other period in the history of the company. The tour may result in an increase in production of bigger properties by the company following requests and cooperation by exhibitors in addition to the continuance of the smaller pictures if exhibitors want them, which they do according to reaction. In the latter category would fall such releases as "The Bowery Boys" series.

Goldstein estimated that if 10,000 theatres in the country could be persuaded to give AA four dates over an eight to 10 week period even at a minimum rental of $25 per booking, the total could come to a million dollars which would be immediately reinvested in future production. Many exhibitors have pledged at least that number of dates with no minimum price restrictions, according to Goldstein. Films being pushed during the period are "The Big Combo," "Shotgun," "Seven Angry Men," and "The Annapolis Story."

The sales head hit hard at those bookers and buyers who still contract for pictures strictly according to label or point of

(*Continued on page* 15)

BROADWAY GROSSES

(As of this Monday)

Music Hall Sets All-Time Record

NEW YORK—With the Easter holidays giving a considerable lift, the big news on Broadway was Radio City Music Hall hitting an all time record and Loew's State continuing at a phenomenal holdover pace.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Battle Cry**" (Warners). Paramount expected the 10th week to tally $30,000.

"**A Man Called Peter**" (20th-Fox). Roxy did $25,746 on Friday to Sunday, with the second week sure to hit $50,000.

"**The Glass Slipper**" (MGM). Radio City Music Hall, with Easter stage show, hit an all time record with $116,000 in the till from Thursday through Sunday and the third week sure of $202,000.

"**Mambo**" (Paramount). Criterion reported $24,000 for the second session.

"**The Wayward Wife**" (IFE). Globe claimed $17,000 for the opening week.

"**Long John Silver**" (DCA). Mayfair reported $15,000 for the first week.

"**East Of Eden**" (Warners). Astor had a very good $40,000 for the fifth week.

"**Man Without A Star**" (U-I). Victoria expected the third week to reach $20,000.

"**The Purple Plain**" (UA). Capitol anticipated the opening week at $55,000.

"**Blackboard Jungle**" (MGM). A very good $70,000 was expected on the fourth week.

C'Scope Improvements Set

NEW YORK—Darryl F. Zanuck, 20th-Fox production chief recently returned from Europe, reported last week that startling developments in the CinemaScope process with a "revolutionary" improvement will be demonstrated via a test reel for exhibitors by mid-summer. Since a camera development as well as projection improvement is involved, active production in the improved process is not anticipated before the end of the year. Zanuck added that the changes will probably require no booth changes. The improvements will be available to other producers and are said to involve sound as well as vision.

There are presently more than 21,000 CinemaScope installations, 13,070 in the United States and Canada, with the number expected to exceed 30,000 by the end of the year. Zanuck stated that 20th-Fox is encouraging foreign production in CinemaScope, with foreign theatremen installing the system in increasing numbers.

He added that theatregoers abroad, like those here, are primarily interested in subject matter, causing 20th-Fox to invest more in plays and books prior to public presentation. Concerning production for TV, Zanuck reported that 20th-Fox had a clause in their contracts with sponsors permitting the plugging of forthcoming company product. Theatrewise, the company will start between 12 and 14 new films by the end of the year.

Republic May Leave Theatre Field

Yates Says Better Terms From Exhibs Are Needed Or Company Will Devote Full Time To Television

NEW YORK—Herbert J. Yates, president, Republic, announced last week that the company would decide in the next 60 days whether or not to gradually retreat from the production of theatrical films and to concentrate on television production and its laboratory business completely.

The disclosure came at the annual stockholders meeting, in response to a stockholder's question about the future of the company. Yates replied, "We're doing very well in television and in the laboratory field; we're not doing as well as we'd like with production and distribution. It's a question whether we'll stop making pictures for theatres." He added, "The only thing that can change our thinking is a willingness of the four circuit (unidentified) to give our product more playing time and to pay more for them," adding that the circuits have been so advised.

Yates said that the company is signing no term contracts with talent at present, and hopes to be free of such deals by the year's end. Replying to a question as to whether the company would require all its facilities during the transition, Yates said that he believed that the company could reduce the cost of organization, including personnel, more than 25 per cent "in 90 days."

Yates said that by renting its sound stages to TV producers, Republic could earn $1,000,000 yearly. Add to that the laboratory earnings, and the company, he indicated, would be successful.

Discussing the recent deal with MCA for TV rights to old Roy Rogers and Gene Autry westerns, Yates said that MCA paid $1,000,000 in advance, and that Republic expects to receive $1,000,000 annually for the next four years.

Richard W. Altschuler, vice-president and sales manager, told stockholders that it was impossible to predict the business situation in the next six or nine months. He claimed that successful pictures are few and far between, and the industry doesn't know where it stands until the public sees the picture.

He noted that domestic attendance has been decreasing each year, the average weekly attendance falling from 90 to 45 millions in the last 10 years. Smaller situations, he continued, are closing rapidly, and he pointed out that the recent telecast of Mary Martin's "Peter Pan" cut film attendance 50 per cent, keeping 60,000,000 people at home.

Altschuler also said that television was beginning to have a significant impact in Great Britain and predicted a rapid increase in sales of TV sets there now that the government has decided to introduce commercial television.

He called attention to Brazil's recent devaluation of the cruzeire from 20 to 100 to the dollar, and said that the Japanese Diet had before it legislation to limit the number of American pictures admitted.

A motion from the floor to establish a stockholders' committee to investigate the company's affairs and engage an outside auditor was defeated. There were indications, however, that dissident stockholders might act independently to establish such a committee. The vote for the motion was 1,300,000 against, 82,455 in favor.

John J. O'Connell, operating head of Consolidated Molded Products Corporation, wholly owned subsidiary of Republic, reported that CMPC anticipated a very successful year. Business volume last year hit $4,250,000, but the company had a $50,000 loss, due partly to a write-off.

Reelected to the board of directors for a three-year term were John Petrauskas, Jr., William M. Saal, Edwin Van Pelt, and Douglas T. Yates.

A subsequent directors' meeting elected the following officers, Yates, president; Walter L. Titus, Jr., Altschuler, Sidney P. Selow, John J. O'Connell, vice-presidents; Petrauskas, treasurer; Joseph E. McMahon, secretary; Richard S. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Ira Johnson, assistant secretaries; and H. J. Glick and Gordon T. Kay, assistant secretary-treasurers.

O'Donnell Featured Speaker At AJA Campaign Dinner

PHILADELPHIA—Barney Balaban and Paramount were lauded here last week for their work in Israel by R. J. O'Donnell, vice-president and general manager, Interstate Circuit, Dallas.

O'Donnell, speaking at the annual dinner of the 1955 Allied Jewish Appeal before more than 150 persons, at the Drake Hotel, told how he had learned during his visit to Israel that through the good offices of Barney Balaban, it was decided that a Paramount exchange would be opened in that country, although there were only 113 theatre accounts.

O'Donnell continued, "An amazing thing happened, Balaban refused to take any of the accumulated money out of Israel and during the period, the money was devaluated by 75 per cent, and the backlog of funds, about $800,000, over-night became $200,000."

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Exhibs Win Decision In Clearance Action

PHILADELPHIA—A verdict of $425,000 against seven major film distributors in favor of the Norris Amusement Company, Norristown, Pa., which had charged violation of the Sherman anti-trust act, was returned last week by a mixed jury after 10 hours of deliberation in U.S. Federal Court.

The firm, comprised of six brothers and their wives, Mr. and Mrs. Lewis Sablosky, Mr. and Mrs. Abe Sablosky, Mr. and Mrs. Benjamin Sablosky, Mr. and Mrs. Thomas Sablosky, Mr. and Mrs. David Sablosky, and Mr. and Mrs. Nathan Sablosky, contended in its suit, which started on Feb. 11 before U.S. District Court Judge Alan K. Grim, that its Norristown, Pa., theatres "did not receive product for showing there until long after their popular appeal was gone" and that the distributor defendants "had violated an agreement under which their theatres were to get product not later than 21 to 30 days after first-run exhibition in Philadelphia." The plaintiffs also claimed they had to close two theatres because of this "unreasonable restraint of trade."

The defendants were 20th Century-Fox, Paramount, RKO, Warners, Columbia, U-I, and Loew's, Inc. The theatres involved are the Norris and Grand, Norristown, Pa.

Under the terms of the Sherman act, treble damages are fixed by the court where the verdict is rendered, which would result in claims totaling $1,275,000 against the distributors. When filed, the plaintiffs asked for $5,775,000 in triple damages.

Counsel for the plaintiffs, Dilworth, Paxson, Kalish, and Green, stated they considered the verdict "favorable." Lawyers for the defendants in the action have not announced any plans for an appeal. This was the first anti-trust case heard here before a jury.

The Sabloskys, with partners, also operate the first-run Arcadia, Philadelphia, but this house was not involved in the suit.

Ezell Circuit Okehs Expansion

DALLAS—The board of directors of Claude Ezell and Associates last week approved a $2,400,000 expansion program for the coming year.

The Ezell company has acquired property in Houston for a 2,000-car drive-in, and negotiations are pending on five additional properties in the state. Claude Ezell, president, reported that in 1954 the company had spent over $900,000 in improvements, including new 40 by 80 feet fiberglas screens, CinemaScope lenses, seven new snack bars, and other improvements in its 21 theatres.

The proposed improvements include enlarging three theatres to over 1,000-car capacity, building new ramps and additional speakers, and the enlarging of three snack bars.

Allied's Myers And Solons Attack Anti-Trust Report As Weakening

WASHINGTON—Abram F. Myers, general counsel, Allied States Association, and several key members of Congress joined last week in attacking the report of the Attorney General's anti-trust study committee, on the grounds that the report, if adopted, would weaken the anti-trust laws.

Chairmen of three Congressional committees promised to hold hearings and investigate the situation despite the statements of the co-chairmen of the study committee that most of the members felt that the recommendations would strengthen the anti-trust laws.

House Judiciary Committee chairman Cellars, Democrat, New York, whose committee will handle the discretionary damages legislation, said, "One of the most effective deterrents to anti-trust violations is the provision for mandatory treble damages to the injured party in private actions. Although no finding is made that this provision has had any adverse effect on the public interest, the report urges that the provision for treble damages be made discretionary rather than mandatory." Cellers promised that his special anti-trust committee would hold early hearings on the report, and said that the study committee's recommendations, "with a few exceptions, advocate a substantial weakening of the anti-trust laws." He specifically cited the suggestion that divestiture be used only in very limited situations and that the Justice Department be given only the authority to use a civil investigative demand instead of a full subpoena in connection with anti-trust investigations in the future.

House Small Business Committee chairman Patman, Democrat, Texas, also attacked the discretionary treble damages provision as "softening anti-trust enforcement." Claiming that the report proposes that "there be read into our anti-trust laws concepts that will impede and prolong the prosecution of violators," Patman called the Attorney General's committee "a high pressure private lobby to get anti-trust laws repealed." He promised that if the Judiciary Committee didn't act, the Small Business Committee would investigate.

Senate Small Business Committee chairman Sparkman, Democrat, Alabama, called the Attorney General's committee a "group composed in large part of corporation lawyers and big business apoligists" and added that Attorney General Brownell and co-chairmen of the study committee Barnes, assistant attorney general, and S. Chesterfield Oppenheim, Michigan professor, would soon be called before his committee.

Senator Kefauver, Democrat, Tennessee, attacked the report as a further weakening of the anti-trust laws. Myers claimed that he had not had time to study the recommendations carefully, but said he was sure that the general tenor is to weaken the anti-trust laws. He added, "In view of the composition of the committee, I am surprised that they didn't advocate complete repeal of the anti-trust laws.

Both Sides Deny Asking For FCC Toll-TV Extension

NEW YORK—Both sides in the battle against toll-TV expressed surprise last week at reports from Washington that the FCC had received so many requests for an extension of the May 9 deadline for filing written statements that a changed time schedule was in prospect.

A spokesman for the Committee against Pay-As-You-See TV said emphatically that the antis had not made any request for additional time, and proponents were equally forceful in disclaiming responsibility for any such overtures to the commission.

Meanwhile, Zenith Radio Corporation announced that it had retained Paul B. Mowrey, TV consultant and former network executive, for special activities connected with the company's subscription TV program.

AMPP Marks Code Birthday

HOLLYWOOD—The 20th anniversary of the adoption of the film code last week brought forth a tribute from the board of directors of the Association of Motion Picture Producers.

The AMPP statement called the code "a major factor in making films acceptable to reasonable minds the world over," and claimed that it had "created discipline in the thinking of Hollywood producers which is a measure of their maturity."

The statement paid tribute for their part in creating and supporting the code "to Martin Quigley, who conceived and wrote the code; to Will H. Hays, whose support brought acceptance from the industry; to Father Daniel Lord; to Joseph I. Breen, who for 20 years gave the code administration authority to make it effective; to Geoffrey Shurlock, now head of the code organization and from the beginning prime factor in its administration; and to leaders of the film industry through whose efforts the code was made effective."

Pickford Outbids Goldwyn

HOLLYWOOD—Mary Pickford outbid Samuel Goldwyn by $24,000 for their nine-acre jointly-owned studio last week. In sealed bids, Pickford bid $1,525,000, Goldwyn $1,501,000, the bids including property and all buildings on it.

It is expected the date for the court auction, at which bids by both parties and also by other interested parties may be increased, will be set this week. Other parties must bid 10 per cent more than either Pickford or Goldwyn.

N. J. Allied Meet Set

NEW YORK—Wilbur Snaper, president, Allied Theatre Owners of New Jersey, Inc., announced that the Concord Hotel, Kiamesha, Lake, N. Y., had again been chosen as the convention site for June 21-22-23. A full program of fun, sports, entertainment, and business is promised at the 36th annual session.

Wile Discounts Talk Of City Censorship

COLUMBUS, O.—Rumors that some Ohio cities might enact municipal censorship if the state fails to pass a new censorship law were discounted last week by Robert Wile, secretary, ITOO, as the judiciary subcommittee of House of Representatives concluded hearings on proposed censorship laws.

"If the state decides it cannot write a constitutional censorship law, no city could do so either," said Wile. Wile presented letters opposing censorship from Judge Don J. Young, Jr., Huron County probate and juvenile jurist, and Oliver Schroeder, Jr., associate professor of constitutional law, Western Reserve University. Both said obscenity can be punished by present or strengthened penal laws. Schroeder said movies should be in "no better or worse position than newspapers, radio, and TV" in the matter of obscenity. He said the Supreme Court "has left no doubt that prior restraint of mass communications media violates the constitution." Judge Young said he is personally opposed to censorship and that "any kind of censorship seems wrong in principle."

John Harlor, Columbus attorney representing MPA will submit briefs to subcommittee outlining recent court decisions affecting censorship. Statements favoring censorship were read by representatives of Ohio Council of Chuches and Ohio Association of School Principals.

Campaign to revive censorship is "misinformed, misguided and dangerous," said Norman Nadel, theatre editor, Columbus Citizen, in his column. He said that "well-meaning individuals and groups" are doing a disservice to their children by overlooking "the most dangerous point in the whole situation," namely that they are protecting their children by asking for censorship. "They actually are campaigning to deprive them of the most precious American liberty, the right of free expression." Nadel said there is no such thing as a little censorship. "You cannot break one part of the Constitution without affecting the rest," he said in the editorial.

Binford Routed By Columbia

MEMPHIS—The Memphis board of censors last week reversed its ruling banning the showing of Columbia's "Bamboo Prison," in the face of a threatened suit testing not only the banning of "Bamboo Prison" but also the constitutionality of the Memphis censor laws. It was the first such a reversal.

Colonel William W. Goodman, attorney for Columbia, expressed disappointment at the move of Lloyd T. Binford, head of the censor board. He said, "We no longer have a suit and will not file the bill to test the constitutionality of the Memphis censor laws. Binford approached the management of Malco which wanted to show the film and Norman Colquhuon, local manager for Columbia, asking if something could be deleted from the picture. We refused to delete anything. We did not ask the board to reverse itself. I wish they hadn't. I do not like censorship per se, and especially the 'Bamboo Prison' kind."


HERE'S ONE
FOR THE MONEY!
FROM Columbia

THE BIGGEST BOUNCIEST BES

Fun is busting out
all over in this honey
of a hit with wonderful
tunes, beautiful girls
and laughs galore!



BETTY GRABLE

MARGE and GOWER CHAMPION



THREE FOR

with MYRON McCORMIC

Based on a play by W. SOMERSET MAUGHAM Produced by JONIE AP

USICAL EVER IN

CINEMASCOPE

COLOR BY TECHNICOLOR

JACK LEMMON

THE SHOW

Cheer These Top Tunes

"Someone To Watch Over Me"
"I've Got A Crush On You"
"How Come You Do Me Like You Do"
"Down, Boy" • "Which One"

ee Play by EDWARD HOPE and LEONARD STERN
ctd by H. C. POTTER • A COLUMBIA PICTURE



And more for the money

in *Columbia's* 1955 line-up of outstanding productions!

THE VIOLENT MEN
CINEMASCOPE · Technicolor

THE LONG GRAY LINE
CINEMASCOPE · Technicolor

THE END OF THE AFFAIR

TIGHT SPOT

A PRIZE OF GOLD
Technicolor

MY SISTER EILEEN
CINEMASCOPE · Technicolor

THE MAN from Laramie
CINEMASCOPE · Technicolor

—and money, money more!

Conciliation Service Set By Illinois Exhibs

SPRINGFIELD, ILL.—At a meeting of the board of directors, United Theatre Owners of Illinois, TOA affiliate, held at Starved Rock State Lodge, it was voted to organize "a conciliation service" to aid the smaller exhibitors in their difficulties with distributors.

Support was given the joint committee in its fight against Pay-As-You-See TV, and a state-wide rally at Peoria on April 18 to further acquaint all exhibitors with the threat posed by the Zenith proposal for subscription television as filed with the Federal Communications Commission was scheduled.

Opposition to two legislative bills before the Illinois General Assembly was voiced. One bill would prohibit any drive-in screen that was visible from the highway, and the other would give county authorities the police powers of censorship.

An election of officers selected George Kerasotes, Springfield, as president; Edward Zorn, Pontiac, chairman of the board; Ralph Lawler, Peoria, vice-president; and Joseph Sikes, Waukegan, secretary and treasurer.

Starr, Martin To Speak At Anti Toll-TV Rally

PEORIA, ILL.—Alfred Starr, Nashville, Tenn., chairman, executive committee, Theatre Owners of America, and co-chairman, Joint Committee Against Pay-As-You-See TV, and E. D. Martin, president, TOA, will be the headline speakers at the statewide rally of exhibitors here at the Pere Marquette Hotel, according to George Kerasotes, Springfield, Ill., new president, United Theatre Owners of Illinois.

The meeting has been called to alert exhibitors on the crisis in regard to applications before the Federal Communications Commission to permit home subscription television showings of first-run films. Other speakers expected are David Wallerstein, Chicago, Balaban and Katz, who will speak on the relationship of TV advertising to the motion picture theatres; Norman Pyle, Chicago, MGM public relations executive, who will speak on "New Methods of Theatre Exploitation"; and Kerasotes, who will discuss proposed state legislation and the new concilliation service.

A special prevue screening and a cocktail party will be added events. Ralph Lawler, Peoria Drive-In operator and new state vice-president, is chairman of the meeting. Kerasotes announced the appointment of Ansley Tracy, Galesburg Drive-In, Galesburg, as the new director, Peoria group, and Jim Fenogio, Times, Oglesby, Ill., as new regional vice-president, Peoria group.

Lopert Trio To UA

NEW YORK—Robert S. Benjamin, board chairman, United Artists, and Ilya E. Lopert, president, Lopert Films Distributing Corporation, announced jointly last week that UA will distribute three important Lopert releases, Sir Laurence Olivier's "Richard III," Sir Carol Reed's "The Lucky Kid," and "The Man Who Loved Redheads."

AB-PT Theatre Income Up In '54; Circuit Must Divest 42 Theatres

Suit Seeks To Block Hughes RKO Stock Sale

WILMINGTON, DEL.—Plans of Howard Hughes to sell his RKO Pictures stock to Atlas Corporation were attacked last week in the Court of Chancery here. An RKO stockholder, Goldie Bodek, sought an injunction restraining him from selling his RKO shares to Atlas for more than $6 per share or, in the alternative, that Hughes be accountable to RKO for any excess he receives.

The complaint pointed out that Hughes bought the assets of RKO for a price equivalent to $6 per share, and charged that because of his desire to sell to Atlas for substantially more, Hughes has been wasting corporate assets by not investing. The resulting loss claimed is about $1,000,000. According to the complaint, RKO has $17,800,000 cash in bank and a tax loss carry forward of about $30,000,000.

In addition to enjoining Hughes from selling or making him accountable for receiving more than $6 per share, the plaintiff asked the court to compel RKO to make a distribution, and to invest, as well as asking the defendants to account for the failure to invest. Named as defendants in the action are Hughes, other directors, and RKO Pictures Corporation. The suit was filed by Wilmington attorney Robert C. Barab.

AFL Raps Foreign Production

HOLLYWOOD—The AFL Film Council last week denounced the "run-away" making of overseas films as "constantly threatening the living standards of American craftsmen," and demanded that the film companies should discuss all future overseas productions with the Foreign Production Committee of the council of labor organizations.

The resolution asks that the AMPP, SIMPP, and IMPPA stop making pictures abroad in order to avoid paying American wages and also wants those producers who are making pictures that must be produced in foreign countries for the benefit of the authentic locale to take a larger American crew with them on location junkets.

Anti-Trust Suit Filed

ST. LOUIS—Earl E. Williams and Pauline Williams, co-owners, 400-seat Venita, Herculaneum, Mo., last week filed a $300,000 treble damages anti-trust suit in the United States District Court here against 10 film distributors and the Miller Theatres, Inc., operators of theatres in Crystal City and Festus, Mo., charging they were forced to close the theatre in June, 1952, because distributors "illegally refused" to give them first-run motion pictures for exhibition in the Venita. Distributor defendants included Paramount, Columbia, Warners, 20th-Fox, U-I, Loew's, Inc., United Artists, Republic, and Monogram.

NEW YORK—Net operating profits of American Broadcasting-Paramount Theatres for 1954 were $4,722,000 as compared to $4,480,000 for 1953, Leonard H. Goldenson, president, announced last fortnight in the annual report to stockholders.

Theatre income was $115,916,000 as against $114,926,000 in 1953, which was reported to be an increase of $3,276,000 over 1953 when adjustments are made for theatres divested.

The American Broadcasting division showed an operating income in 1954 of $70,424,000, as against $54,758,000 in 1953. However, the ABC division was reported to have suffered a loss "slightly larger" than in 1953, reflecting, according to Goldenson, expenditures necessary to develop the TV network.

Total income for the company for 1954 was $188,796,000, an increase of almost 10 per cent over 1953's figure of $172,196,000. The net profit of $4,722,000 represents $1.06 per share of common stock, after preferred dividends of $534,000. The 1953 dividend was $11 per share of common, after preferred dividends of $488,000.

Capital gains for 1954 were $210,000 or five cents per common share, compared with $4,516,000 in 1953, due to the sale of TV station WBKB. Working capital was slightly higher at $26,080,000, despite heavy cash outlays. Theatre expenditures were $5,862,000, mostly for wide-screen and sound equipment.

Goldenson reported the company had a whole or partial interest in 639 theatres, 260 of which have complete CinemaScope and stereophonic sound installations. AB-PT is required to divest itself of 42 theatres by Sept. 3, 1955, to complete the requirements of the consent judgment.

"Sinbad" Gets Code Seal

NEW YORK—RKO's "Son Of Sinbad" was granted a Production Code seal last week following deletions requested by the Production Code Administration. RKO has set a May 28 release date for the picture. "Son Of Sinbad" was held back from release for about a year, during which time the company declined to make the requested changes.

"The French Line," controversial Jane Russell vehicle, was also given a PCA seal following re-editing to conform to Code requirements. "The French Line" was formerly released without a PCA seal.

Martin Answers Yates

NEW YORK—A letter sent last week to Herbert J. Yates, president, Republic Pictures, E. D. Martin, president, Theatre Owners of America, called a statement attributed to Yates that his company was withdrawing from theatrical production because of lack of exhibitor support an "inconsistent and unrealistic position."

The letter points out that Republic has been supported since its beginning by films primarily for theatrical exhibition. It is also stressed that the statements and reports of almost all other producers and distributors show "tremendous improvement and very profitable operations."

SENSATIONAL STORY...ADS...

SENSATIONAL BUSINESS FO

MBRIDGE—CENTRAL SQUARE
OCKTON—CENTRE
RKERSBURG—HIEHLE
OOKLYN—FOX
ADFORD—McKEAN
CHMOND—NATIONAL
RTLAND—EMPIRE
MESTOWN—SHEA
LUMBUS—OHIO
CINE—VENETIAN
AUKESHA—PIX
RRISBURG—STATE
RRISBURG—COLONIAL
ENTON—CAPITOL
BANY—GRAND
NN—CAPITOL
MA—QUILNA
LWAUKEE—ALHA[illegible]
NCOUVER—BR[illegible]AY
XBURY—RIVOLI
WRENCE—B[illegible]AY
WRENCE—[illegible]
OCKLIN[illegible]—CO[illegible]
ORIA—[illegible]ALTO
NVILLE—TIMES
C[illegible]UR—AVO[illegible]
CHESTER—RO[illegible]HESTER
LIET—RIALTO
DDLETOWN—PARAMOUNT
ARLESTON—RIALTO
ARREN—HARRIS
MARILLO—STATE
BUQUERQUE—K[illegible]O
. JOSEPH—ELEC[illegible]RIC
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VIN FALLS—ROXY
NO—GRANADA
LL RIVER—EMPIRE
LEM—SALEM
ARION—OHIO
USKEGON—STATE
ALVESTON—MARTINI
UISVILLE—STATE
SMARCK—DAKOTA
[illegible]

BILLINGS—BABCOCK
SAN PEDRO—WARNER
ASBURY PARK—ST. JAMES
CAMDEN—MIDWAY
HAZLETON—GRAND
SHARON—NU LUNA
BALTIMORE—NEW
AMSTERDAM—MOHAWK
WATERTOWN—TOWN
DUNKIRK—CAPITOL
CHEYENNE—PARAMOUNT
DANBURY—EMPRESS
SCHENECT[illegible]DY—STATE
TROY—PR[illegible]CTOR
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LOWELL—KEITH
DAVENPORT—ORPHEUM
NORRISTOWN—GRAND
SALEM—EISINORE
GLENS FALLS—PA[illegible]AMOUNT
CHATTANOO[illegible]A—STATE
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LEXINGTON—BEN ALI
HUNTINGTON—PALACE
TOLEDO—PANTHEON
CLINTON—RIALTO
FT. DODGE—STRAND
BURLINGTON—PALACE
E. LANSING—LUCON
GRAND RAPIDS—REGENT
FALL RIVER—EMPIRE
[illegible]

MANKATO—TOWN
ROCHESTER—LAWLER
NEWARK—BRANFORD
CHESTER—STATE
POTTSVILLE—HOLLYWOOD
WASHINGTON—COLUMBIA
FITCHBURG—SAXON
SEATTLE—CO[illegible]M
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[illegible]AR[illegible]ER
B[illegible]N—PILGRIM
NEW YORK—PALACE
PHILADELPHIA—STANTON
PORTLAND—ORPHEUM
MINNEAPOLIS—PAN
BUFFALO—LAFAYETTE
DENVER—DENV[illegible]
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NORWA[illegible]—[illegible]IVE-IN
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PLAINFIELD—PARAMOUNT
PASADENA—ACADEMY
LAS VEGAS—FREMO[illegible]
WATERBU[illegible]TATE
NO[illegible]WICH—PALACE
NEW[illegible] BRUNSWICK—RIVOLI
JERSEY CITY—STATE
BETHLEHEM—GLOBE
HARRISBURG—STATE
ALTOONA—OLYMPIC
DANVILLE—RIALTO
NEW ORLEANS—PANORAMA
GARY—PALACE
MERIDEN—PALACE
PEEKSKILL—PARAMOUNT
MANCHESTER—STATE
WENATCHEE—VITAPHONE
BAY CITY—EMPIRE
STEUBENVILLE—GRAND
HOUSTON—KIRBY
FORT WORTH—PALACE
BATON ROUGE—GORDON
MALDEN—AUDITORIUM
[illegible]

Ask the man who's played it!

AMPAIGNS... ALL ADD UP TO

OLUMBIA'S "WOMEN'S PRISON"!

WORCESTER—PLYMOUTH
JOHNSTOWN—EMBASSY
GREAT FALLS—LIBERTY
OAKLAND—T&D
BREMERTON—ROXY
NIAGARA FALLS—STRAND
WATERLOO—ORPHEUM
DUBUQUE—ORPHEUM
SPRINGFIELD—SENATE
NO. ADAMS—MOHAWK
ELGIN—RIALTO
ROCKFORD—TIMES
EVANSVILLE—CARLTON
SHEBOYGAN—REX
ST. PAUL—TOWER
LINCOLN—STATE
NEWARK—NEW ARCADE
GRAND JUNCTION—MESA
GLENDALE—CAPITOL
SIOUX FALLS—EGYPTIAN
NEW BRITAIN—PALACE
LAWTON—RITZ
SIOUX CITY—ORPHEUM
ALLENTOWN—RIALTO
YORK—CAPITOL
LANCESTER—GRAND
WILMINGTON—ARCADI
SHENANDOAH—CAPITC
QUINCY—STRAND
BROOKLINE—COOLIDC
RICHMOND—TIVOLI
RICHMOND—STATE
HOT SPRINGS—MAL
READING—EMBASSY
PITTSFIELD—UNION
HUDSON—COMMU
NEW BEDFORD—EM
BAKERSFIELD—CAI
ABERDEEN—ORPH
BELVEDERE GARD
NEW YORK—LOI
INDIANAPOLIS-
DETROIT—BROA
GLOVERSVILLE—H
SAN FRANCISCO—
LOS ANGELES—HILL ST. &
CINCINNATI—TWIN DRIVE IN
WASHINGTON, D. C.—COLUMBIA
SPRINGFIELD, OHIO—MAJESTIC
SACRAMENTO—ESQUIRE, TOWER, DEL PASO

MARSHALLTOWN—ORPHEUM
—OLYMPIC
EACH



GALESBURG—
PORTSMOUTH—COLUMBIA

BUTTE—RIALTO
KINGSTON—KINGSTON
WILLIAMSPORT—CAPITOL
HORNELL—MAJESTIC
CHARLESTON—GARDEN
RPHEUM
-PARAMOUNT
STATE
BEACH—CORAL
ON PARK—WARN
IALTO
PALACE
—OPERA HOUSE
O—SPRECKLES
—PARAMOUNT
ON—ESQUIRE
Y—OAKS
A—TIVOLI
ON—STATE
BURG—WEST
MOUTH—COLUMBIA
ON—COLONIAL
NGFIELD—BIJOU
T—STRAND
KEGON—STATE
RTFORD—E. M. LOEW
DDLETOWN—PALACE
AMOKIN—CAPITOL
HILADELPHIA—STANTON
ALL RIVER—EMPIRE
KELSO—KELSO
EUGENE—HEILIG
SAN MATEO—SAN MATEO
SAN JOSE—STUDIO
ELKHART—BUCKLEN
YOUNGSTOWN—STATE
CANTON—PALACE
TYLER—LIBERTY
FARGO—TOWNE
BELLINGHAM—AMERICAN
PT. ANGELES—LINCOLN
SPOKANE—STATE
ABERDEEN—D&R
EVERETT—ROXY
BOSTON—MAYFLOWER
SO. BEND—PALACE
LEAVENWORTH—LYCEUM
PENSACOLA—REX
SHREVEPORT—SAENGER
BOISE—RIALTO

The International Scene

Canada

Communion Breakfast Honors Fitzgibbons

TORONTO—Both the motion picture industry and one of its leaders in Canada, John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation, were honored at the entertainment industry's fourth annual Toronto Communion breakfast by His Eminence James C. Cardinal McGuigan.

His Eminence pointed out that in the theatre many unseen persons work behind the scenes "to make the star a glorious performer," and like those people, John Fitzgibbons had done just that in working for St. Michael's Hospital, Toronto.

"He was the human instrument behind the success of the St. Michael's Hospital campaign, its greatest supporter, its greatest driving-power. I've seen this going on for many years. I've never said anything before, but John J. Fitzgibbons has been the greatest driving force behind the institution. He was behind the scene. He was the man pulling the strings to see that the curtain never fell."

Fitzgibbons is chairman of the board of governors of St. Michael's. The Cardinal took the opportunity of thanking the industry, particularly, for allowing the use of houses without charge on Sunday as places of worship.

Many immigrant Catholics, he said, were desirous of worshipping in their own language, and people must have a place to say Mass before a parish can be started. "I don't think we have ever been refused the use of a theatre on a Sunday for Holy Mass and the ministrations of religion. I wish to thank the managers of the theatres and I hope the word is passed on to others."

Co-chairmen for the Communion breakfast were Jack Fitzgibbons, Jr., and Clare Appel, while Winston Barron was toastmaster.

Canadian Comment

The work of Dan Krendel, dough guy for the Variety Club of Toronto, in working with out-of-town theatre benefit nights staged by local and district managers, earned for him the 1954 Heart Award. In accepting the award, Krendel said that the thanks should go to those who helped him earn it, the managers in Guelph, Peterborough, North Bay, St. Catharines, Hamilton, and other communities, and I would like to accept it in trust for them." Chief Barker Harry Mandell made the announcement after receiving a sealed envelope handed him by Heart Award committee chairman William Summerville, Jr. He then called upon John J. Fitzgibbons to present the marble scroll symbolizing the honor. A likeable but forceful personality has made Dan Krendel a popular man in the industry. He became dough guy several years ago, and the announcement of his victory, which was made at the same time as a large photo blowup was unveiled, drew a large ovation.



Gina Lollobrigida and producer Harold Hecht recently concluded a deal in Rome, Italy, setting the star for a role opposite Burt Lancaster in Hecht-Lancaster's "Trapeze" for UA release. Looking on is Dr. Milko Skofie, Miss Lollobrigida's husband.

Plenty of activity on the Canadian production front would indicate, if announcements can be any criterion, that Canada is definitely headed to the top of world film production. An announcement was made by David Coplan, managing director, Canadian Film Industries, and its subsidiaries, of a $750,000 construction program, giving it the largest sound stage in the U.S. and Canada outside of Hollywood. The building 100 by 150, is being built by Howell and Sons, one of the continent's leading studio builders. A carpentry, machine, and plaster shop is also planned, along with dressing rooms. A Gebaert color tank is also planned, capable of handling Eastman color and other compatible processes. Shelly Films Limited is also to have a new studio-lab building. Construction of the $150,000 building, with equipment rated at $200,000, is expected to begin quite soon, with delays encountered after the floods of Hurricane Hazel last fall. Another ambitious production program was also announced by Meridian Productions Corporation, Ltd., organized six months ago by Ralph Foster and Julian Roffman. At present the company is working on a film on Marilyn Bell, conqueror of Lake Ontario, with Roffman shooting the Len Peterson script. Work is to begin soon on a feature film, "Child's Play," to be directed by Jules Bricken and produced by Roffman. Joint U.S.-Canada financing is planned.



The recent world premiere of 20th-Fox's "That Lady," Carlton, London, England, was attended by international royalty, entertainment luminaries, and the cream of London society. Seen, left to right, are Mrs. Basil Litchfield; Pierre Galante, fiance of Olivia De Havilland; Litchfield; Sy Bartlett; Pat Owens; and Miss De Havilland, star of the film.

CINE CHATTER: Something new in the use of a drive-in is being made of the drive-in at Oakville where one of the large auto producers is storing a large quantity of cars. . . . Monty Hall, winner of the Toronto Tent's Heart Award and a canvasman of the club, has been named master of ceremonies for the program featuring George Formby in aid of the Variety Fund. . . . First drive-ins in Ontario to open were those owned and operated by Joe Dydzak. The two are the Windsor, Windsor, and the Clappison, Waterdown. . . . Alvin Hart, Russell, Man., has taken over the Grand, Preeceville, Sask. . . . In film board elections, Phil Geller heads the Winnipeg Film Board, while Graydon Matthews heads the Maritime Film Board. Other officers for 1955 in the Winnipeg Film Board are S. Pearlman, vice-president; N. Norrie, secretary; B. Meyers, fire marshal; and F. Davis, assistant fire marshal. Other officers of the Maritime Film Board are I. J. Davis and L. J. Simon. . . . The amusement tax is in to stay in Alberta, Provincial Treasurer C. E. Gerhart told the Alberta Legislature. . . . Toronto newspapers are listing the film of approved pictures for juveniles as prepared by the Children's Film Library Committee of Canada for its film estimates. . . . At the end of the fourth week, Frank Scott's Calgary office is holding the lead in the JARO Tenth Anniversary Billings Drive, while Bob Johnson is just four per cent behind the first place man.

—HARRY ALLEN, JR.

England

In London, Britain's two largest independent circuits, excluding the Rank and ABC groups, continue to acquire new theatres. Star Cinemas, London, Ltd., acquired four theatres in Sheffield, bringing the number of theatres under their control to 106. The four new properties cost 150,000 Pounds. Sol Sheckman, chairman and governing director, Essoldo Circuit, Ltd., announced the purchase of the 2,300 seater Palace, Hanley. This brings the Essoldo circuit's strength to 178 theatres. Both circuits are carrying out extensive CinemaScope installations.

Mexico

In Mexico City, exhibitors here are pointing to high operating costs and a ceiling on admissions in an attempt to head off demands by the National Cinematographic Industry Workers Union for higher wages for its members. The collective labor contracts, which must be revised in May will feature heavy pay demands, and STIC has made it clear that, if necessary, it will call a general strike against theatres to get what it wants. The union claims that Mexico's theatres are doing more business than ever before, while exhibitors say that their profits, while they have increased, are about what they were five years ago when the cost of living was lower.

Konecoff (*Continued from page 4*)

origin, which he said, if continued, will put a lot of people out of business. He felt they were in a rapidly diminishing minority. Said Goldstein, there is no patent on quality in product these days and if given a chance in these days of product shortage by exhibitors Allied Artists can come through with needed and wanted product.

The tour, which had two primary purposes, to acquaint the industry with the ambitious plans of Allied Artists and to measure the degree of receptivity to those plans by exhibitors, has resulted in a deluge of playdates to local branch offices with final compilation still to come. He deemed the initial results impressive with reception and reaction beyond expectations.

He termed the reaction a healthy one for the business, reporting that exhibitors came from distances of 400 miles to attend the meetings. The trip also indicated to him that there is such a thing as good will in the business, with many exhibitors going out of their way to express gratitude for the meets.

At present the company expects to release two big films each month for the rest of the year, as well as 15 smaller ones over the nine months remaining. Plans for the future still call for the expenditure of 25 millions on quality product over the next 16 or 17 months.

On matters other than Allied Artists, Goldstein, who is a distribution representative on the matter of arbitration, felt personally that even though arbitration is not finalized, there is no reason why an all-industry roundtable meeting between exhibitors and company heads should not be held. However, he stated that at the start distributor representatives made it quite clear that the matter of arbitration should first receive disposal before the roundtable discussion was set.

He saw no reason why an arbitration pact should not be concluded since but a few points remain in the final draft. Questioned as to whether the distributors are prepared to go ahead with arbitration should only the Theatre Owners of America approve the agreement, he assumed that they were and that the system would go into work despite lack of participation by other exhibitor factions.

On the matter of early release of features to armed forces installations, Goldstein said that he met with Pentagon officials but that no conclusion has been reached.

Also present were Ed Morey, executive vice-president, and Doug Rosen, head, Canadian distribution company of Allied Artists products.

DEPARTMENT ON GINA: The May issue of Esquire is Gina Lollobrigida's as evidenced by a cover and wonderful likenesses on two three-page gatefolds, which is a first for the magazine. One of the huge likenesses is a full-length photograph (wowee), while the other side contains a full length, color painting of Gina. The issue is brightened considerably. . . . While on the subject of that lovely lady, it should be noted that along with the engagement of her latest release by IFE at the Globe, there appears in the lobby a display of some of the outstanding fotos taken of her while in town recently as well as portrait paintings by well-known artists.

MAILING PIECES: Irving Mack, on behalf of Filmack Trailers, has sent out a new monthly publication (10 pages) entitled "Filmack's Friendly Chat" for relaxed reading with all kinds of philosophical comments, yarns, etc., and practically no commercials. It's neat institutional stuff . . . U-I has a cute pop-up mailing piece out on "Abbott And Costello Meet The Mummy."

This Was The Week When.....

"Front Page Story" was set to premiere at the Plaza, New York, on April 19. . . . Edmund Grainger signed with RKO for the release of six films, in color and Superscope, in the next 2½ years. . . . It was announced that the world premiere of "Strategic Air Command" at the Paramount, April 20, will have James Stewart in a personal appearance, and Arthur Godfrey will devote a full hour TV show to the festivities. . . . McGraw-Hill Book Company announced that the movie edition of "A Man Called Peter" had been sold to almost 2,000 booksellers throughout the country. . . . DCA's "Long John Silver" opened at the Mayfair.

A city-wide celebration marked the arrival of James Cagney in Austin for the world premiere of Paramount's "Run For Cover." . . . The Congressional Record received an account of how Cinerama caused the Soviet Union to withdraw its exhibition from the Damascus International Trade Fair, claiming unfair competition. . . . The world premiere of "Marty" was held at the Sutton, New York. . . . Kingsley International Pictures acquired United States distribution rights to "The Bed." . . . RKO announced the premiere of "Son Of Sinbad" would be at the Fox, St. Louis, on May 31.

Benjamin Chairs Fete

NEW YORK—Robert B. Benjamin, board chairman, United Artists, has been appointed chairman, Cinema Lodge of B'nai B'rith's Presidents' Luncheon, to be held at the Hotel Sheraton-Astor on April 19, at which Max E. Youngstein, vice-president, United Artists, will be installed as president and at which Burton E. Robbins, retiring president, will be honored.

Martin Levine, Brandt Theatres executive and past president, Cinema Lodge, is serving as chairman of the ticket committee for the luncheon, and Milton Livingston, U-I, is co-chairman.

Makelim Contracts Grow

OKLAHOMA CITY—Hal R. Makelim, in a telegram to the Oklahoma Allied convention last week, stated that, to date, he had 3,456 exhibitors' contracts for the Makelim plan of guaranteed play dates.

High Court Rejects Censorship Challenge

WASHINGTON—The U.S. Supreme Court last week rejected a sweeping challenge to movie censorship powers of cities and states. In a brief order, the high court refused six to three to consider an appeal by the American Civil Liberties Union against a ban on "The Miracle" in Chicago.

The court majority dismissed the appeal "for want of a final judgment" in the lower courts. The CLU contended it is unconstitutional interference with free speech to ban films before they are actually shown to the public and to require licenses for their exhibition.

In a ruling on the same film in 1952, the Supreme Court held that motion pictures cannot be barred on grounds they are sacrilegious. Chicago banned "The Miracle" because it was allegedly obscene and immoral.

The ACLU said criminal penalties for exhibiting obscene or immoral films are enough of a safeguard to prevent their showing. The Circuit Court of Cook County, acting on an appeal by the ACLU, declared the city censorship statute unconstitutional on July 21, 1953. The decision was later reversed by the Illinois Supreme Court, which held that the city has the right to require the submission of films for censorship and to deny a permit to those found obscene.



Herbert J. Yates, center, president, Republic, is seen with company executives and western branch managers at the studio during a recent regional sales conference. From left to right are Paul McElhinney, Seattle; James L. Ecker, Salt Lake City; Gene Gerbase, Denver; Jack Partin, Portland; George Mitchell, San Francisco; Francis Bateman, western division sales chief; Lewis Rosso, studio production manager; Yates; Richard W. Altschuler, vice-president and director of world-wide sales; Jack Baker, Republic vice-president in charge of studio operations; Jack Dowd, Los Angeles; Claude Atkinson, Dallas; and J. L. Guiles, Oklahoma City.

BATTLE CR

THE BOXOFFICE BLOCK-BUSTER
6th WEEKS ALL OVER THE NATI

EAST OF ED

NATIONAL RELEASE NOW—EVERY
SOUTH, WEST AND EAST — 'EAST

STRANGE LA

BIG FIVE-CITY TEXAS PRE-RELEA
AUSTIN, SAN ANTONIO, HOUSTON,

THE SEA CH

NEXT MONTH! DANGER AFTER JO
WAVE OF EXCITEMENT! SEARCH

WARNER BROS!

"BATTLE CRY"
Starring
VAN HEFLIN · ALDO RAY
MONA FREEMAN · NANCY OLSON
JAMES WHITMORE · RAYMOND MASSEY
TAB HUNTER · DOROTHY MALONE · ANNE FRANCIS
Screen Play by LEON M. URIS · Directed by RAOUL WALSH
Original Music by Max Steiner
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

"E
An
JULIE HARRIS
with BURL IVES · RICHARD D
Screen Play by PAU
Music by Le
WARNE
CIN



R DAY! 11th WEEK N. Y.! 8th WEEKS, 7th WEEKS,
FOARING RECORD-SETTER FOR THE INDUSTRY!



RELEASE A SMASH! EVERY REVIEW A RAVE! NORTH,
'N' WILL BE THE SENSATION-PICTURE THIS YEAR!



EAT SHOWMANSHIP MAKES A GREAT PICTURE GREATER!
AS, FORT WORTH, STARTING THIS WEEK:



AYNE—WAYNE AFTER LANA TURNER—WAVE AFTER
EVEN SEAS—YOU WON'T FIND THE LIKE OF IT!

N"
ution
· AYMOND MASSEY
T ALBERT DEKKER • LOIS SMITH
dy ELIA KAZAN
Technicolor
ONIC SOUND
OPE

"STRANGE LADY IN TOWN"
Starring
GREER GARSON · DANA ANDREWS
Produced and Directed by MERVYN LeROY
Co-Starring CAMERON MITCHELL LOIS SMITH with WALTER HAMPDEN
GONZALEZ GONZALEZ • Story and Screen Play by Frank Butler
Music Composed and Conducted by Dimitri Tiomkin
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

JOHN WAYNE · LANA TURNER
In "THE SEA CHASE"
Also Starring
DAVID FARRAR · LYLE BETTGER · TAB HUNTER
with James Arness • Dick Davalos
Screen Play by James Warner Bellah and John Twist
DIRECTED BY JOHN FARROW
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE



Albany's Favorite Star Returns To Promote "Man Without A Star" There And Elsewhere

Left, a group of models welcomes Kirk Douglas to Philadelphia for a motorcade which went through the downtown streets in a tie-up with Oldsmobile.



Above, a delegation of Senators from the west, arranged and headed by Senator Frank Barrett, Wyoming, greeted Douglas and some beef.

Welcome Home

KIRK DOUGLAS, touring for advance promotion of Universal-International's "Man Without A Star," came home to Albany recently where Mayor Erastus Corning proclaimed his two-day stay to be "Kirk Douglas Days."

Douglas arrived after successful personal appearances in Philadelphia, Pittsburgh, and Washington, but Albany went all out to welcome its famous native son.

Douglas first met local press representatives at breakfast, and then made several radio appearances in connection with the opening.

He was also a participant in a luncheon sponsored by the Variety Club of Albany and The Albany Times Union for the benefit of Albany's Big Brother fund. Douglas was guest of honor at a "Welcome Home" dinner at the Hotel Sheraton-Ten Eyck, where the guests included Governor Averell Harriman, members of the State Legislature, members of Douglas' family from nearby Amsterdam where he was born and grew up, his high school and University teachers and Albany civic leaders.

The second day, Douglas visited Governor Harriman at the State Capitol, and was introduced before the Legislature. He then went on to the Strand, where he was interviewed on stage for a broadcast by Alex Blake, station WABY disc jockey. He later made two more stage appearances at the Troy and another at the Strand.



Left, while in Pittsburgh, Douglas visited the ward of one of the local children's hospitals and autographed one of the patient's casts.

Mayor Corning's proclamation read in part, "Whereas Mr. Douglas, by virtue of his screen achievements, which have been seen throughout the world, has brought honor and prestige to our community . . . March 21-22 will be known as Kirk Douglas Days throughout this city to suitably honor a famous native son."

Douglas later left Albany to continue his six-city tour in Buffalo and Detroit.

Below, Douglas with Justice and Mrs. William O. Douglas at a private showing of "Man Without A Star" at the Motion Picture Association in Washington.





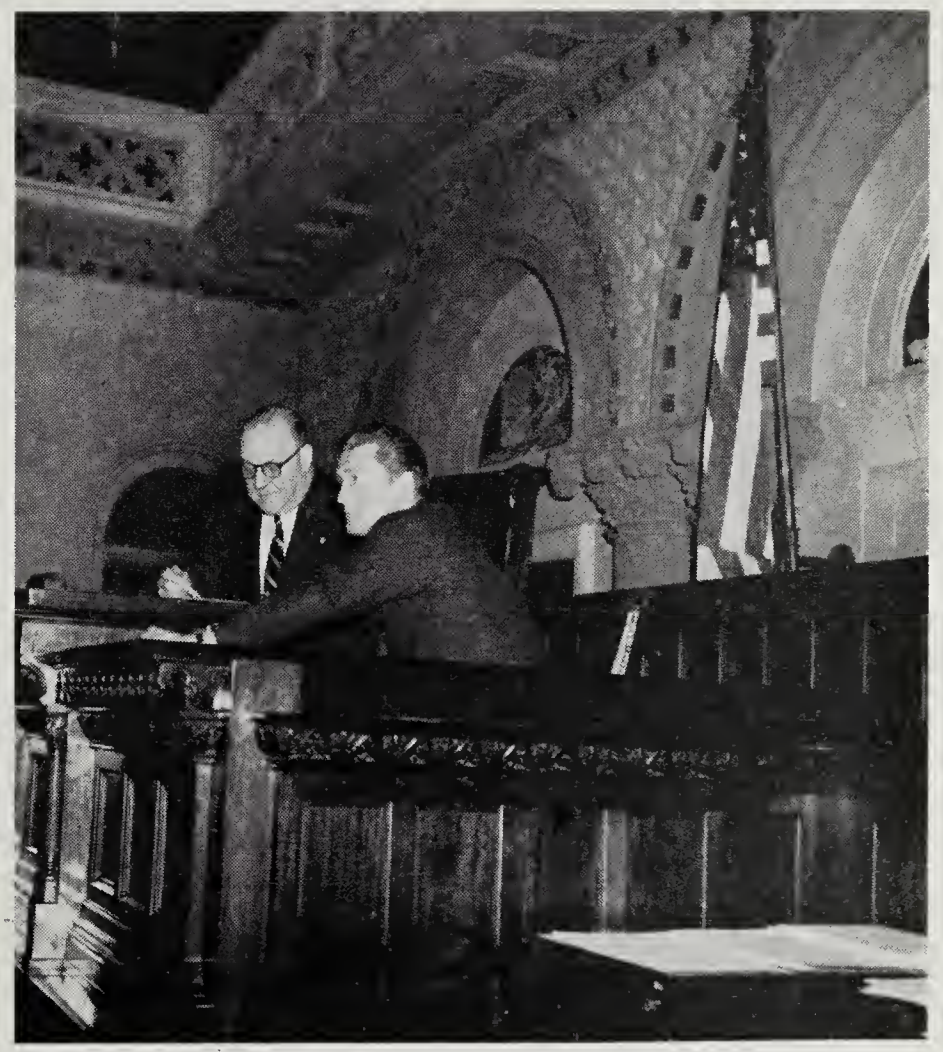
While in Albany, Douglas visited an old friend, Salvatore Riccie, in a veterans' hospital.



Douglas' trip ta Albany gave him time to visit with members af the high school fraternity he had joined while in school in Amsterdam, N. Y.



Douglas meets Governor Averell Harriman at the state capitol. Gene Brannigan, minority leader of the Assembly, introduced Douglas to legislatars.



Douglas made an appearance on the flaar af State Assembly in Albany, and is seen on the podium with Oswald Heck, Speaker of the Assembly.



Douglas was interviewed by trade press representatives at breakfast. Note Mel Kanecoff, MOTION PICTURE EXHIBITOR associate editor, without pipe.



Douglas is shown as he makes a personal appearance on the stage of the Strand, Albany.



Douglas visited the Universal-Internationanl exchange in Albany, headed by branch manager Norman Weitman, while publicizing "Man Without A Star."



HURTLING THROUGH OUTER SPACE..THEY CHALL

UNIVERSAL-INTERNATIONAL Presents

THIS ISLA

STARRING

JEFF MORROW • FAITH DOMERGUE • REX REASON with LANCE FULLER • RUSSELL JOH

"THIS ISLAND EARTH" WILL BE AVAILAB



THE UNEARTHLY FURIES OF AN OUTLAW PLANET!

ID EARTH

JOSEPH NEWMAN • Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN • Produced by WILLIAM ALLAND

Universal International

FOR NATIONAL RELEASE IN LATE JUNE

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 30) The Southwest: Dust storms. Germany: Reds raise tolls on road to Berlin. Czechoslovakia: Czechs curious as border to Austria opens. With English Navy: Prince Philip crosses from ship to ship by rope line. Milltown, Ind.: Chickens cooped in natural cave. Yucca Flats, Nev.: Latest atom bomb set off beneath surface. Baffin Island: Canadian Eskimos celebrate Easter. Cleveland: Tennis pros. Germany: Cross-country bicyclists. New Zealand: Dannish gymnasts.

NEWS OF THE DAY (Vol. XXVI, No. 264) Matsu Island: China "powder keg." Yucca Flats, Nev.: Latest atom bomb set off beneath surface. The Southwest: Dust storms. Alameda, Cal:. Navy tests new catapult for jets. San Francisco: Ferry Building blaze. San Francisco: Sky tram. Baffin Island: Canadian Eskimos celebrate Easter. Texas: Santee sets record U.S. mile. Dallas: College rodeo.

PARAMOUNT NEWS (No. 67) Germany: Reds raise tolls on road to Berlin. Baffin Island: Canadian Eskimos celebrate Easter. France: Paris hats. France: New Endoscope probes human body. San Francisco: Marciano arrives for title defense against Cockell. Annapolis, Md:. Junior boxing finals.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 662). The Southwest: Dust storms. Quebec, Canada: Blizzard. Yucca Flats, Nev.: Latest atom bomb set off beneath surface. Spain: Religious protest. Germany: Reds raise tolls on road to Berlin, San Francisco: Mint closes. Annapolis, Md.: Junior boxing finals. Seattle: Slalom championship.

WARNER PATHE NEWS (Vol. 26, No. 69) Yucca Flats, Nev.: Latest atom bomb set off beneath surface. Alameda, Cal.: Navy tests new catapult for jets. San Francisco: Ferry building blaze. San Francisco: Sky tram. Germany: Reds raise tolls on road to Berlin. Baffin Island: Canadian Eskimos celebrate Easter. Chicago: East-West golden gloves. Australia: Spills on water skis.

IN ALL FIVE:

Hollywood, Cal.: Academy Awards.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 29) Washington: President's press conference. Washington: President starts Cancer Fund Drive. Mississippi: Flood. Yucca Flats, Nev.: Atom blast tests men and machines. New York: Circus opens. Germany: Spring ski jump.

NEWS OF THE DAY (Vol. XXVI, No. 263) Yucca Flats, Nev.: Atom blast tests men and machines. Washington: President's press conference. New York: Italy's Premier looks the town over. Bavarian Alps: Man-made avalanche. Formosa: Baby day. South Bend, Ind.: Spring call for Notre Dame football.

PARAMOUNT NEWS (No. 66) Yucca Flats, Nev.: Atom blast tests men and machines. New York: Italy's Premier looks the town over. Seattle: U.S. ship for Korean Navy. South Korea: Syngman Rhee is 80. Washington: President starts Cancer Fund drive.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 661) Quebec, Canada: Blizzard. Yucca Flats, Nev.: Atom blast tests men and machines. Holland: Frisian Islands folk wedding. Washington: President starts Cancer Fund and "Buddy Poppy" drives. Panama: High diving championships. New York: Circus opens.

WARNER PATHE NEWS (Vol. 26, No. 68) South Korea: Syngman Rhee is 80. France: Sailors survive test drinking sea water. Washington: President starts Cancer Fund drive. Detroit: Smoky Mountains go indoors at flower show. Florida: Nashua by neck in Derby. Panama: High diving championships.



A group of senior employes retiring at the MGM studios under the Loew's, Inc., retirement plan were recently handed honorable service pins and their first checks by Dore Schary, head of production of the Culver City, Cal., organization. From left to right are Robert A. Martin, air conditioning engineer; George Young, property department; Richard D. Schurian, property department; R. G. Kopp, music composer and director; Phil S. Emery, head camera crane operator; Hattie K. Dreyer, laboratory release print inspector; and Schary.

Salesmen Accuse Distribs

NEW YORK—The bargaining committee of the Colosseum of Motion Picture Salesmen of America last week issued a statement accusing the distributors of "not having up to this time bargained in good faith," and assuring the membership of the union that any agreement entered into will be "fair, honest, and reasonable."

The report states that the distributors seek to put a $100 weekly limit on the salary of a salesman, and continues, "This would mean the decimation of the sales force and the exodus of high-calibre, hard-hitting salesmen to other fields of endeavor."

The committee reported that there has been a decrease of approximately 63 salesmen in the industry in the past 18 months. "Territories have been split up, thereby placing an additional burden on the remaining salesmen. The duties of the salesmen have become more onerous than ever, and the cry of the exhibitors for government regulation of film rental has added to the responsibility of the salesmen in dealing with them on behalf of their companies."

NATIONAL LEGION OF DECENCY

April 7, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Canyon Crossroads" (UA); "A Man Called Peter" (20th-Fox); "Man From Bitter Ridge" (U-I); "Seminole Uprising" (Columbia); UNOBJECTIONABLE FOR ADULTS: "The Big Tip Off" (AA); "Cult Of The Cobra" (U-I); "Dial Red O" (AA); "Jump Into Hell" (Warners); "Interrupted Melody" (MGM); "The Purple Plain" (UA); OBJECTIONABLE IN PART FOR ALL: "Five Against The House" (Columbia); "Mambo" (Paramount).

Gulf States Allied Reelects Berenson

EDGEWATER PARK, MISS.—Abe Berensen, New Orleans, was reelected president of Allied Theatre Owners of the Gulf States last week. He was also designated as national director.

The election followed the convention of the group at the Gulf Hotel, which heard Rube Schor, president, National Allied, state that high rentals were denying the big pictures to independent exhibitors.

Herbert Greenblatt, RKO sales manager, gave assurances to the exhibitors that his company would make product available soon. Julius Gordon, Beaumont, Tex., urged the exhibitors to stand together in opposition to toll-TV, and the convention voted to spearhead a drive for funds for the Committee Against Pay-As-You-See TV.

Charles Manley, Manley, Inc., discussed the assistance given by the popcorn suppliers to theatremen in helping them to merchandise their products. The members reaffirmed their stand in favor of National Allied's move to seek congressional action on the industry's problems.

Others elected to office by the convention were F. G. Prat, Jr., vice-president; Nick Lamantia, secretary; and Edward Ortte, treasurer. Elected to the board of directors were E. R. Sellers, Locks Bolen, W. M. Sendy, Joe Barcelona, T. G. Soloman, Lefty Cheramie, and Lamantia.

U-I Exercises Warrants

WASHINGTON—U-I reported to the Securities and Exchange Commission last week that warrants for the sale of 16,760 shares of common stock at $10 per share were exercised during the three-month period ended March 31. The transactions reduced the number of such warrants outstanding to 33,323, excluding 12,800 held in the treasury.

About People

NEW YORK—Motion Picture Association head Eric Johnston last week announced that he has designated Marc M. Spiegel, MPEA continental manager, to represent the Association at the Cannes Film Festival which begins April 25. Johnston will be unable to attend due to previous government commitments. In addition to "Marty," United Artists, and "The Country Girl," Paramount, nominated by the MPEA selection committee, the Film Festival Committee itself has invited the showing of "East Of Eden," Warners, and "Bad Day At Black Rock," MGM, at the event. It will also invite he entry of "Carmen Jones," 20th-Fox, providing the French authorities are successful in obtaining an exception for the single showing from the French holder of the Bizet publishing rights.

NEW YORK—Jerome Pickman, Paramount vice-president in charge of publicity, advertising, and exploitation, last week announced the appointment of David Hanna to supervise production publicity for "War And Peace," which will be filmed by the Ponti-De Laurentiis organization in Italy, Finland, and Yugoslavia.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

"Long John Silver" Reaps Bally Harvest

NEW YORK—For the first time in the history of the motion picture industry, 400 theatres in this city representing every independent chain of exhibitors, joined in the promotion of a single motion picture, which had its premiere at Brandt's Mayfair.

The picture is "Long John Silver," produced and distributed by Distributors Corporation of America. The promotion was announced in full page ads by Macy's and officially kicked off by Mayor Robert F. Wagner and superintendent of schools William Jansen.

Called the Macy's Children's Week promotion, the program is built around a treasure hunt with local theatres participating. More than 3,000,000 "treasure" keys are being given away in 400 local theatres. Macy's Department Store has put up more than $60,000 worth of prizes which will be given to patrons receiving the treasure keys. The key holder goes to Macy's . . . fits his key into one of the locks displayed at the store, and, if the key fits, receives his treasure in merchandise.

To help spark the promotion, Macy's has purchased more than 100 pages of advertisement in local dailies, in which they promote their tiein to the "Long John Silver" Treasure Hunt.

Among the top prizes offered are a trip to any "Treasure Island" picked by the grand prize winner. In addition, Macy's is also offering such prizes as 10 free summer vacations for winning couples, a free summer vacation for young winners at Dodgertown, the boys club operated by the Brooklyn Dodgers at Vero Beach, Fla. Other prizes include 50, 21-inch color television sets, 100 bicycles, 500 pairs of roller skates, and other minor merchandise prizes.

In addition, to increase the strong promotional tiein to "Long John Silver," Macy's has agreed to distribute more than 1,000,000 eye patches plugging the picture. Store windows in the main store as well as in outlying stores will feature "Long John Silver." In-store promotion involving displays and posters will also be done. Also set up by Macy's and the film are a steady stream of saturating radio and television announcements reminding listeners of the picture's engagement at the Mayfair, and of the city-wide treasure hunt.

Civic youth organizations such as the Boy Scouts, Girl Scouts, Cub Scouts, Brownies and Police Athletic League have also been tied in to the promotion by both DCA and Macy's. As part of their in-store promotion, Macy's has also announced that Police Athletic League boxing matches would be held at the store with such ex-ring champions as Henry Armstrong, Tony Canzonieri, James Braddock, and Barney Ross, slated to referee the matches. Also slated are PAL, Boy Scout, and Girl Scout ping-pong matches and favorite pet contests.

The New York campaign was tried out in extensive campaigns along the same order in three other cities before the picture hit here. In Providence, "Long John Silver" was tied in with Newberry's Department Store. In Philadelphia, Gimbels joined in the promotion, and in Washington, Hecht's Department Store tied in with the motion picture, all resulting in full page ads and extensive and unusual promotion. DCA plans such merchandising promotions in every city throughout the country.



This is the new travel-ad now available from National Screen Service and intended for ballyhoo use as illustrated atop of automobiles without injury to the cars.



These attractive 40x60 lobby displays were created by the advertising department, Stanley Warner Theatres, Philadelphia, to publicize the "Spring Movie Festival." Insert cards for subsequent months read: "May Round-Up. A Month Of Hit Pictures and Special Events"; and "Hit After Hit During Our June Jubilee. Join In Our Festive Events."

"Daddy Long Legs" Campaign Launched

NEW YORK—A massive campaign of national and local level promotion, keyed to support all theatre engagements of 20th-Fox's "Daddy Long Legs" in CinemaScope, has been arranged by the film company with the Fred Astaire Dance Studios, it was announced last week.

The campaign, which gets underway immediately and extends through June, will see each of 135 Astaire dance studios in key cities across the country programming important advertising, publicity, and exploitation drives.

A unique and key portion of the overall campaign will be the introduction and publicizing of a new dance, "The Sluefoot," which is performed in the production, scheduled for release this May.

One of the highlights of the dance studio tie-up will be additional promotional power generated through Dance Magazine, which is cooperating through sponsorship of a national dance contest which will result in prizes including trips to Hollywood and New York.

The May issue of Dance, which is the foremost interpreter of popular dancing in America, will feature Fred Astaire and Leslie Caron on its cover and an announcement of the national contest.

The May cover will be used as a poster in all Astaire studios and will be featured on newsstands. The 135 Astaire studios will also arrange for local promotions and tieins in connection with the contest pointing towards maximum concentration at point-of-sale and during the advance buildup for the playdate.

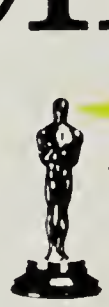
Additional plans are being made for a special "Sluefoot Party Night" to be celebrated in every Astaire studio in the country at which local press and radio notables will be invited to take part in the event. This party will be heavily publicized and exploited in connection with the local debut of the CinemaScope musical.

"Sinbad" Gets The Works

HOLLYWOOD—RKO will back "Son Of Sinbad," Howard Hughes' Technicolor-Superscope production, with one of the largest and most comprehensive advertising, publicity, and exploitation campaigns in RKO's history, it was announced last week by J. R. Grainger, president. An over-all budget of $300,000 has been allotted to include the trade papers, a 100 per cent thirty-day 24-sheet posting campaign in 32 exchange cities in the United States, and national magazines. The magazine campaign will concentrate on full-color pages in Collier's, Life, Look, and the Sunday supplements, American Weekly, Parade, and This Week, for a combined circulation of 40,157,242.

The film, down for June release, stars Dale Robertson, Sally Forrest, Vincent Price and Lili St. Cyr.

The Academy Awards



.....THROW A HO



GRACE KELLY... *Best Actress*

GEORGE SEATON... *Best Screenplay*



VISTAVISION

MOTION PICTURE HIGH-FIDELITY

Special Award—Top Technical Achieveme



DANNY KAYE

Special Award—for United Nations Short

ADD THIS IMPORTANT "OSCAR" AN

THESE IMPORTA

SPOTLIGHT ON...

Current Paramount Hits

"THE COUNTRY GIRL"

★

"RUN FOR COVER"

in VISTAVISION MOTION PICTURE HIGH-FIDELITY and color by Technicolor

"WHITE CHRISTMAS"

in VISTAVISION MOTION PICTURE HIGH-FIDELITY and color by Technicolor

"THREE RING CIRCUS"

in VISTAVISION MOTION PICTURE HIGH-FIDELITY and color by Technicolor

★

"ASSIGNMENT CHILDREN"

color by Technicolor

WHEN YOU SELL
PARAMOUNT ATTRACTIONS TO THE PUBLIC!

Mother's Day Trailers

NEW YORK—With Mother's Day coming up on May 8, National Screen Service hastens to advise that special trailers befitting the occasion are now available. These range from appropriate greetings to those to be used in advance and heralding flower giveaways, lucky ticket shows, photo giveaways, etc.

Benedict Appointed

NEW YORK—Lowell Benedict has been named national magazine publicity contact for 20th-Fox, it was announced last week by Edward E. Sullivan, publicity manager for the company. He replaces Robert Fleisher, who resigned recently. Benedict comes to his new post with long experience in the industry.

Broidy Tour Completed; AA President Lauds Result

SAN FRANCISCO—Speaking to 104 exhibitors representing 265 theatres, Steve Broidy, Allied Artists president, last fortnight said that sympathy and charity are not the answer to exhibitor-distributor relations.

"It is only when two selfish interests such as yours and ours can be made compatible with each other that there will be mutual benefits," Broidy declared. This was the 13th exhibitor group with which Broidy has met since beginning a nationwide tour with Morey R. Goldstein, vice-president and general sales manager.

The Allied Artists executive was introduced by Rotus Harvey, director, Independent Theatre Owners of Northern California. The exhibitor leader praised Broidy for his endeavors on behalf of the industry.

With his extensive tour coming to an end, Broidy stated that his meetings with showman on their own grounds have been the most gratifying experience in his 23 years in the motion picture business.

The only COMPLETE and OFFICIAL Film Story of

"CHURCHILL— MAN OF THE CENTURY"

2 Reels—20 Minutes.

All the highlights of Sir Winston Churchill's brilliant career up to his 80th birthday in a stirring documentary as timely as today's headlines, released to coincide with his resignation on April 5, 1955.

Your audiences read about it in their newspapers

YESTERDAY

they can see it on your screen

TOMORROW

if you book it

TODAY!

Wire or Phone for bookings and rates to:
LESTER SCHOENFELD, Distribution Manager

BRITISH INFORMATION SERVICES

30 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

CIrcle 6-5100

STEREOPHONIC SOUND BY ALTEC LANSING



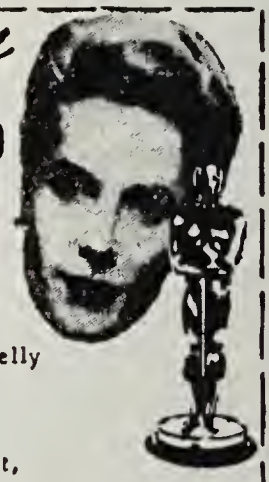
Today more theatres use Altec Lansing stereophonic speakers and amplifiers than all other makes combined. Proof enough that Altec "Voice of the Theatre" speaker systems and Altec amplifiers and controls are the best for quality, dependability and economical operation. More films than ever have stereo sound. See your theatre supply dealer now for early delivery of the finest stereophonic equipment, Altec Lansing.

ALTEC® LANSING CORPORATION

9356 SANTA MONICA BLVD., BEVERLY HILLS, CALIF. • 161 SIXTH AVENUE, NEW YORK 13, N. Y.

"Specialists in Motion Picture Sound"

To the Parents of PHILADELPHIA'S OWN ACADEMY AWARD Winner GRACE KELLY BEST ACTRESS OF THE YEAR



Mr. & Mrs. John B. Kelly
3901 Henry Avenue
East Falls, Pa.

Dear Jack and Margaret,

Today I can say with pardonable pride "I told you so!" The little girl I have known from childhood is the deserving winner of the coveted Academy Award. It seems like yesterday that together we watched Gracie perform in local amateur plays. You asked my opinion and I recall assuring you she had the makings of a fine actress.

Today there's another champion in the Kelly family. I share your pride and am privileged in presenting her triumphant 'Oscar' performance in "The Country Girl" at the Midtown. This film is turning in the biggest gross of any Paramount picture ever shown in Philadelphia. Over 280,000 people have seen it to date, further tribute to your talented daughter's popularity.

Congratulations to you both. I am also writing my sentiments to Grace on this day of days in her life.

Sincerely,
Bill Goldman

MIDTOWN

Winner of 2 Academy Awards!
BING CROSBY · GRACE KELLY · WILLIAM HOLDEN
THE COUNTRY GIRL

An example of how William Goldman Theatres, Philadelphia, capitalized on local girl Grace Kelly, who won the Academy Award for the best performance as an actress in Paramount's "The Country Girl," in their newspaper advertising is shown above.

The Editor Speaks

"ON THE WATERFRONT" sweeps the boards in the Oscar Derby, thus establishing the significant fact that quality in motion picture entertainment, whether embellished in any of the new exciting technical advances or still remaining in the basic medium of black and white, medium size screen, can still be the most important factor.



PAUL MANNING

"ON THE WATERFRONT" points strongly to another thought, more and more the brilliant artisans of the Broadway stage are being drawn towards the medium of the motion picture screen. And it is also becoming apparent that once embarked upon their film chores they are not being hampered by their employers to use any of the old, time worn, cliches in their work.

COMING INTO bright focus today in our industry are these men and women of the legitimate theatre, with their exceptional talent for transforming a bare stage into a moving, breathing scene of life. Given the added scope of the motion picture camera, the superlative luxury of plenty of money, top talent (this does not necessarily mean names) and ample time for preparation, the really capable men of the legitimate theatre can bring new and throbbing life to our screens.

THIS EDITOR SALUTES the voters who swept "On The Waterfront" to its smash victory. This stirring film literally slashed into an actual problem facing a segment of our people today. Relentlessly, it exposed one of the scabby sores festering upon the body of a small group of Americans struggling to live as other Americans, and established itself as a cinematic classic.

Paul Manning

STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 4 **April 13, 1955**

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

20th CENTURY-FOX's

"A MAN CALLED PETER"

starring

RICHARD TODD and JEAN PETERS

with

MARJORIE RAMBEAU, JILL ESMOND, LES TREMAYNE, ROBERT BURTON, GLADYS HURLBUT, RICHARD GARRICK, GLORIA GORDON, BILLY CHAPIN

Produced by Samuel G. Engel. Directed by Henry Koster.

Screen play by Eleanore Griffin, from the book by Catherine Marshall.

A CinemaScope Production. Color by DeLuxe.

UNITED ARTISTS'

"MARTY"

starring

ERNEST BORGNINE and BETSY BLAIR

with

ESTHER MINCIOTTI, AUGUSTA CIOLLI, JOE MANTELL, KAREN STEELE, JERRY PARIS, FRANK SUTTON, WALTER KELLEY, ROBIN MORSE

Produced by Harold Hecht. Directed by Delbert Mann.

A Hecht-Lancaster Production.

Story and screen play by Paddy Chayefsky.

MGM's

"INTERRUPTED MELODY"

starring

GLENN FORD and ELEANOR PARKER

with

ROGER MOORE, PETER LEEDS, WALTER BALDWIN, LEOPOLD SACHSE, CECIL KELLAWAY, EVELYN ELLIS, ANN CODEE, STEPHEN BEKASSY

Written by William Ludwig and Sonya Levien, based on her life story by Marjorie Lawrence.

Produced by Jack Cummings. Directed by Curtis Bernhardt.

Operatic recordings supervised and conducted by Walter Du Cloux; musical supervision by Saul Chaplin; dramatic music score adopted and conducted by Adolph Deutsch.

A CinemaScope Production. Color by Eastman Color.

Louis B. Mayer, The Voice Of Movie Experience



Seen, left to right, are Louis B, Mayer, principal speaker; Mrs. Richard Cahoon and Cahoon, president, American Cinema Editors, at the fifth annual ACE awards banquet.



Jane Wyman, an Academy Award nominee herself, poses with film editors nominated for the coveted "Oscars" at the colorful ACE affair which drew top industryites.

KEYNOTE SPEAKER at the annual awards banquet of the America Cinema Editors, veteran movie maker Louis B. Mayer, spoke out with great conviction on the future of this industry.

HONORING THE GATHERED film editors, who had voted awards to the editors of "The High And The Mighty," Ralph Dawson; "The Caine Mutiny," William Lyon and Henry Batista; "On The Waterfront," Gene Melford; "20,000 Leagues Under The Sea," Elmo Williams; and "Seven Brides For Seven Brothers," Ralph Winters, Mayer sounded a note of vigorous faith and vitality.

SINGLING OUT television for the main portion of his talk, Mayer said, "Aside from big sporting events, national or international spot news coverage, I do not regard television as offering any more competition to the screen than radio did. . . . Burning up material as television does, their problem is far, far greater than ours in achieving quality of product. They are also limited in scope of presentation, no matter how finely written, directed, or produced a program may be."

ANOTHER POINT Mayer brought up was the subject of color television. "It will have it's effect, certainly. But, I believe, only momentarily and of short duration. I recall, as most of you do, when Technicolor first became available to us. It was a great novelty and people bought tickets just to see anything in color. But soon the novelty wore off, and, as always, it was learned that nothing ever takes the place of top entertainment values."

MAYER PAID HIGH TRIBUTE to the America Cinema Editors, their talent and ability, and the creative efforts they contribute to the success of finished motion picture. He said, "In recent years, with the wide screens, multiple and quadmultiple sound tracks, this and that and the other color processes, the job of the conscientious film editor has become a real challenge. And no words are needed from me to remind you of the vital importance of your craftsmanship in the teams that produce motion pictures today."

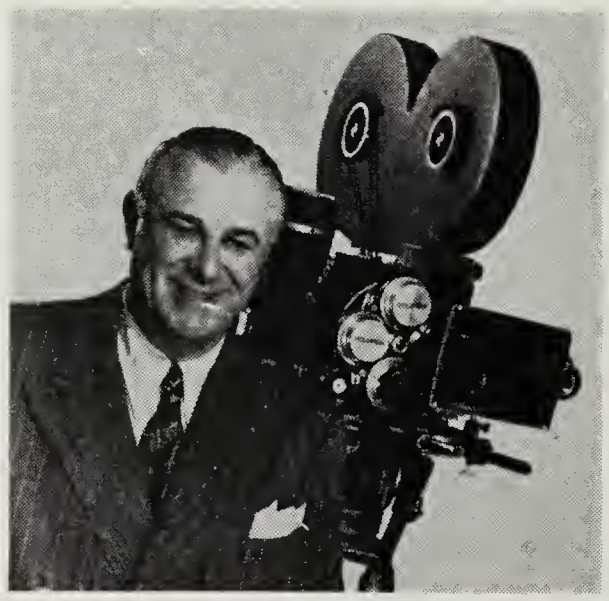
A Man Who Loves Hollywood And Shows It

HOLLYWOOD HISTORY has been written in many ways. It has been spread across the pages of the nation's press in bold black type—both its misdeeds and its achievements. It has been charted in the ups and down of the financial pages. It has been veneered and polished in the slick folios of the magazines.

BUT THERE'S an unofficial history of 25 years of Hollywood's span, comprising several hundred miles of film. It is the life work of a man named Ralph Staub.

IT IS A STORY behind the story of Hollywood, warm, human, filled with nostalgia and laughs and a few tears. Staub didn't set out to record the growth of a city or an industry. Staub's history is personal. It is a pictorial record of the people who are—or who were—Hollywood.

WHEN RALPH STAUB set out to film his series of short subjects, he believed public interest in motion pictures went beyond the films. He believed audiences were interested in the people they saw on the screen—in the way those people lived, how they dressed, their problems, the way they spent their leisure time, how they fitted into their own community. He has never had reason to change his viewpoint.



RALPH STAUB

STAUB HAS NEVER let Hollywood down. He has demonstrated by his own success that the best news about Hollywood is good news. In his entire film file there is not a foot of negative devoted to scandal. His concern is to bring to the millions of moviegoers the opportunity to be on a friendly basis with the people who make up the glamour legend of motion pictures.

HE HAS SHOWN the stars in their homes, with their families, going about the daily business of living. He knows them as few people in the motion picture industry know them. To borrow a phrase from a screen magazine's well-read department, "He was there." He was there to photograph Doug Fairbanks, Sr., after a day on the set of "The Iron Mask." He was there when Carole Lombard took off on a bond-selling mission from which she never returned. He was there when Al Jolson put his knee prints in the cement in the forecourt of Grauman's Chinese. He has covered Hollywood's weddings, its christenings, its community acivities.

AS PRODUCER - DIRECTOR - CAMERAMAN of "Screen Snapshots" fame, he has operated on the theory that people everywhere consider Hollywood a part of their own lives—that they look upon Hollywood as America's own—a city to point to with pride, to gossip about endlessly, and to become part of their own dream of success. Staub has made 777 short subjects and has been three times nominated for Academy Awards. He is currently producing a two-reel short subject for Variety Clubs International on the Heart Fund activities of the various tents, all this adding up to a considerable accomplishment for a man who loves his home town.

Mervyn LeRoy Completes A Hollywood Cycle

The colorful director of many of moviedom's top hits celebrates his return to the Warners lot where his career was started by directing two major films at the same time.

ONE OF HOLLYWOOD'S greatest talents and most prolific directors is Mervyn LeRoy. He recently completed a remarkable directorial fete by working on two films simultaneously. This happened as a result of the sudden illness of John Ford, who was directing Warners' "Mister Roberts." LeRoy filled in for Ford as co-director, at the same time continuing with "Strange Lady In Town."

AMONG LEROY'S EFFORTS which are regarded as Hollywood classics are such all time greats as "Little Ceasar," "Tugboat Annie," "Oil For The Lamps Of China," "Anthony Adverse," "Waterloo Bridge," "Random Harvest," "Madame Curie," "Thirty Seconds Over Tokyo," and "Quo Vadis."

LEROY WAS 11 when he became an actor. His part required him to climb a tree and yell, "The Yanks Are Coming!" Opening night he did just that, but in his eagerness he fell out of the tree. The audience loved it. His salary was raised immediately from three to five dollars a week, and he was told to fall out of the tree every night. LeRoy learned early that comedy pays well in show business.

IN 1917 LEROY came to Hollywood to try his luck in the youthful picture business. His funds had almost run out before he landed at Famous Players-Lasky Studio in the wardrobe department at $12.50 per week. From this beginning he worked himself into assistant cameraman for a Cecil B. DeMille unit.

AFTER HE HAD WRITTEN comedy scenes for 20 pictures, he asked John McCormick, the studio head, for a chance to direct. He was assigned to direct Mary Astor and Lloyd Hughes in "No Place To Go." That was in 1928, and LeRoy's career has not been stalled since.



MERVYN LEROY

LEROY WAS ON THE LOT during the fast moving and exciting era that followed the introduction of sound pictures by Warners and the purchase by Warners of the First National Studios.

THE WARNERS HEAD regarded LeRoy as one of Hollywood's most promising young directors, and they assigned him some of the company's most dynamic stories. He proved the judgment of his new bosses by making outstanding hits of "Little Ceasar," "Five Star Final," and "Fugitive From A Chain Gang."

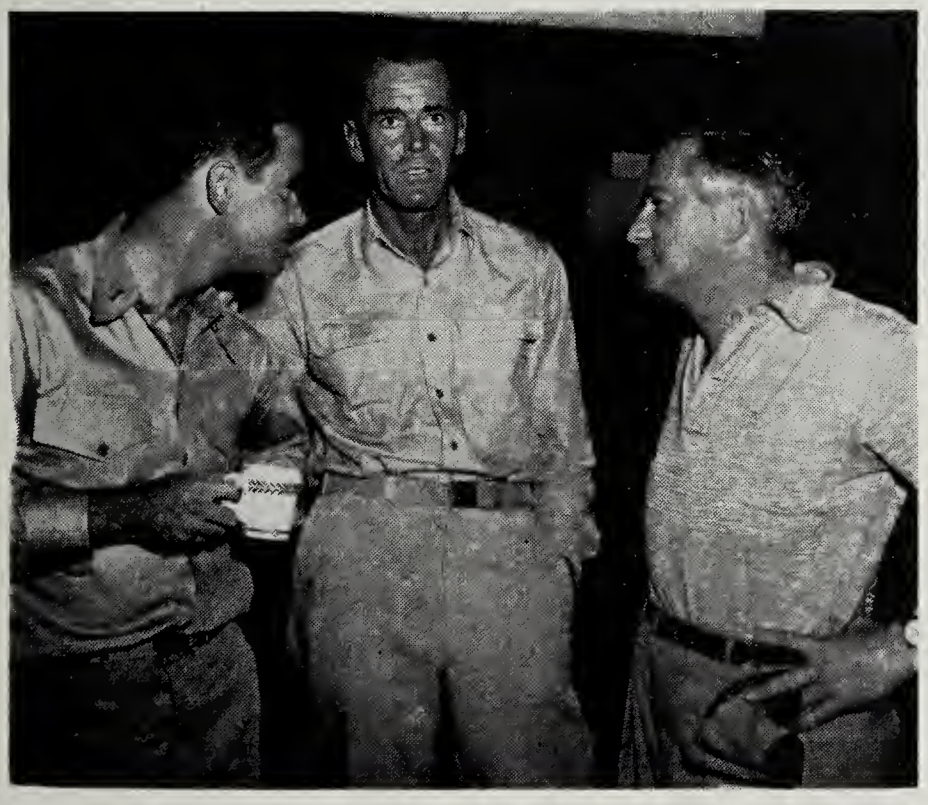
DESPITE HIS seeming Midas touch and the fact that his films were financially successful as well as cinematically sound, LeRoy was still known as the "boy director" because of his youthful appearance. Not until he was given the job of producer as well as director for "The King And The Chorus Girl" with Fernand Gravet and Joan Blondell was the youthful tag dropped. The boy wonder had grown up with a vengeance.

THIS IS THE MAN who dreamed as a boy of becoming a newspaper reporter, sold papers near a theatre, and was drawn into show business via the stage. His varied and colorful career spans those years when the movies discovered its voice, and the features for which he is responsible are among the all-time Hollywood greats.

LONG ON EXPERIENCE on either side of the camera and with a sense of humor attested to by the fact that during the days of his comedy writing career he announced himself as "First National's Comedy Constructor" because the appellation, "gag man," offended him aesthetically, LeRoy is quick to recognize talent and motion picture possibilities in others. There is no substitute for the years of industry activity that prove the uncovering of talent is no accident.

LANA TURNER WAS GIVEN her first screen role by LeRoy in "They Won't Forget." When he went to MGM the following year, he signed his contract with the proviso that the unknown girl be signed. He has directed many of the great stars of filmdom, including Clark Gable, Judy Garland, Spencer Tracey, Robert Taylor, Greer Garson, Esther Williams, Vivien Leigh, Marie Dressler, Wallace Beery, Gloria Swanson, and Edward G. Robinson, among others.

LEROY'S SUCCESS has now completed a cycle. He is back at Warners where he started. When he left Warners in 1939 to sign with MGM, he began a new run of successes and outstanding accomplishments that included the producing "The Wizard Of Oz" and directing "Waterloo Bridge." However, Warners counts 1955 as a banner year for it heralds the returning to its fold of Mervyn LeRoy.—P. M.

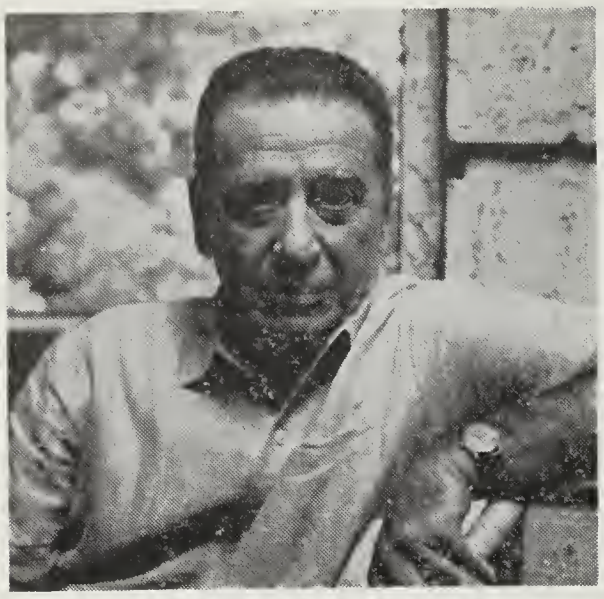


Director LeRoy takes advantage of a lull on the set of Warners' "Mr. Roberts" to discuss a scene with actors Henry Fonda, recreating the title role he made famous on Broadway, and Jack Lemmon, fast climbing newcomer. LeRoy took over when director John Ford was taken ill and found himself directing two major features at once.



The other production which the versatile LeRoy was tackling at the same time as "Mr. Roberts" was "Strange Lady In Town," and he is snapped by the still cameraman on the set between takes with Greer Garson, musical composer Dimitri Tiomkin, whose "High And The Mighty" score recently won an Academy Award, and Dana Andrews.

Meet Leland Hayward



LELAND HAYWARD

LELAND HAYWARD is a man with the fabulous record of as many successes as the number of phases of the entertainment business he has entered. His triumphs in the legitimate theatre and on Broadway are legend. He produced such all-time stage hits as "Mister Roberts," "South Pacific," "Call Me Madam," "State Of The Union," "Point Of No Return," and "Anne Of The Thousand Days."

HE RECENTLY ENTERED the field of motion picture production and his first effort, soon to be released, is "Mister Roberts." He enlisted the services of the man who immortalized the role, Henry Fonda, and supporting him with such established stars as James Cagney, William Powell, and Jack Lemmon, it appears that this film, as with all else Leland Hayward does, will be listed as another success. The other films on his slate include "The Spirit Of St. Louis," "The Old Man And The Sea," and "Point Of No Return." All of these films will be made under the Hayward banner for Warners presentation.

HAYWARD WAS BORN in Nebraska City, Neb. He has been successively publicity man, film salesman, talent scout, story editor, agent, and producer.

HE WAS ALWAYS fascinated by the entertainment field, and after entering Princeton with the class of 1923, he decided to leave at the end of his freshman year. His first affiliation with show business came when he started to work as a traveling press agent for United Artists. In this capacity he did publicity for such famous stars as Mary Pickford, Douglas Fairbanks, Charlie Chaplin, and director David W. Griffith.

HE LATER JOINED the scenario department at First National Studios, and was given a roving European assignment looking for suitable screen material. With the advent of talking pictures, Hayward saw the need of the studios for scripts suited to the new medium. He could also foresee a demand for stage trained actors. With this in mind he returned to New York and for $10,000 bought a third interest in the American Play Company headed by Jack Rumsey. In the first year they sold $3,500,000 worth of plays to Hollywood.

THEN HAYWARD FORMED a partnership with another dynamo, the late Myron Selznick. They established offices in Hollywood and New York and were regarded as the leading agents for stars, writers and directors. Among their well known clients were James Stewart, Fredric March, Henry Fonda, Charles Laughton, Fred Astaire, Greta Garbo, Myrna Loy, Edna Ferber, Ernest Hemingway, and Ben Hecht.

IN 1937, Hayward and Selznick split up, and in 1945, Hayward wearying of the agency business, sold out to the Music Corporation of America. This move paved the way for his entry into the Broadway and finally Hollywood production ranks.

GOOD THINGS TO COME FROM HOLLYWOOD . . .

United Artists' "Marty"

"Marty" is a picture which everyone will understand and enjoy.

It is one of those rare little gems that sneak up on us every once in awhile—that we keep hearing about while it is being made, keep hearing nice things, not too sensational, but rather nice pleasant rumors about the fact that the story is good, the cast is good, etc., etc.

Then, like a slow starting but powerful storm, it bursts upon your horizon and you realize that here is a tremendous screen force.

The title role is played by Ernest Borgnine, who scored big as "Fatso" the sadistic sergeant in "From Here To Eternity." Borgnine gives "Marty" a realism which moviegoers will not easily forget, a warm but dramatic quality which establishes him firmly as one of our top players.

The very competent team of Harold Hecht and Burt Lancaster show their ingenuity and versatility in selecting this work of the brilliant TV playright, Paddy Chayefsky, for screen adaptation; and also in getting the sensitive direction of Delbert Mann, who doesn't miss a trick in fashioning a picture which will be very, very hard to top.

To the entire cast, all practically unknown to the vast movie audience, to the members of the technical staff, and to Harold and Burt goes this department's heartiest congratulations for a great picture.—P. M.



Seen above are three scenes from the widely heralded "Marty," Hecht-Lancaster production for UA, which has been acclaimed by critics. Top left is Ernest Borgnine in his first starring role, and lower left, he is seen with co-star Betsy Blair; lower right are playright Paddy Chayefsky, producer Harold Hecht, and director D. Mann.

Kings Host Bullfight

MEXICO CITY—In a truly royal gesture, the King Brothers played host to 62,000 Mexicans at the Plaza De Mexico bull fights with everything free. Frank and Maurice King hired the Plaza, the matadors, the picadors, the hot dog concessions, the tamales, the enchilades, etc., and everything was on the house. While everyone was enjoying himself, cameras were turning to record the colorful event for a scene in the CinemaScope-color production, "The Boy And The Bull," which RKO will distribute.

NEWS OF THE Territory

BRANCHES

Atlanta

Harry Feinstein, New England zone manager, Stanley Warner Theatres, has returned to New Haven after a vacation in Florida. . . . Linda Einfeld, daughter of Charles Einfeld, 20th-Fox vice-president, was visiting in Coral Gables, Fla., from Florida. . . . A. J. Knight, Palm Drive-In, Largo, Fla., has returned there from Atlanta.

The Crescent Amusement Company, Nashville, Tenn., has contracted for the construction of a $300,000 shopping center in Cleveland, Tenn., which will house two variety stores and a drugstore. A section of the building, not yet assigned, may later be developed as a theatre.

The Alabama Theatres Association, Motion Picture Exhibitors of Florida, and the Motion Picture Theatre Owners and Operators of Georgia, together with all the film distributors operating in the Atlanta and Jacksonville exchange areas, are undertaking one of the greatest box-office stimulant campaigns ever. This promotional campaign will be called Southeastern Movie Festival and will run from May 16 to June 16. Plans are being made for a gigantic joint kickoff meeting to be held at the Biltmore Hotel, on May 15-17. Plans also call for the film companies to premiere three or more big productions in the states of Alabama, Florida, and Georgia, with saturation bookings throughout these states.

Fred Levy, 77, local department store owner, Louisville, Ky., but better known in the industry as a pioneer exhibitor, died in Miami, Fla., with funeral held in Louisville. . . . Governor Frank Clement has signed a measure passed by the Tennessee state legislature giving county courts the authority to legalize Sunday shows outside city incorporation lines. This is being hailed by drive-in owners as a long needed direct approach. Motion picture interests came through the legislative session unscathed, with more than $70,000,000 added to the tax income of one per cent in the sale tax. Only theatres' sales of 15 per cent or more are affected.

The new Melbourne Drive-In, Melbourne, Fla., was opened with a Hollywood night, County Commissioner Joe Eickman cut the ribbon at the entrance, and Mayors from a number of surrounding cities appeared. . . . The Ritz, Ybor City, Fla., has installed CinemaScope. . . . Robert Skaggs, Sr., former manager, Florida, Jacksonville, has been appointed city manager of their theatres in St. Augustine, Fla.

Dan Sangaree, manager, Desoto, Arcadia, Fla., moves over as manager, Ritz, Bartow, Fla. Cliff Bailey, manager, Ritz, goes as manager, Desoto, Arcadia. Both are owned by Florida State Theatres. . . . The Gulf-Winds Drive-In, St. Petersburg, Fla., has closed for an indefinite period for repair work. . . . The Sunset Drive-In, Knoxville, Tenn., will soon reopen for the season. . . . The Phillip Drive-In, Colquit, Ga., will soon open.

Byron Adams, branch manager, United Artists, checked in at his office after a sales meeting in Chicago. . . . A manager's meeting was held in Atlanta at RKO to discuss plans for the Southeastern Movie Festival . . . George Pabst, UA district manager, was in at the local office. . . . Also in was Carly Floyd, president, Floyd Theatres in Florida, and Harvey Garland, Florida State Theatres, Jacksonville.

George M. Jones, U-I sales manager, was back at his office after a spell of illness. . . . George Roscoe, branch manager, Columbia, was back at his office from south Georgia. . . . The Delray Beach, Delray Beach, Fla., has installed CinemaScope.

Jim McClung, Jr., Dixie Theatre Service Company, Albany Ga., has taken over the managership of the local branch. . . . Ben Wilson, owner, Tiger Drive-In, Tiger, Ga., was elected mayor of his home town. . . . Fred Young, the popcorn man, was back at his office after a trip to south Georgia. . . . Mrs. Ted Toddy, wife of Ted, Toddy Pictures, is getting along just fine after falling down the steps at the office.

Atlantans enjoyed a new television experience. A comparatively small audience of 300 persons at the Tower joined crowds in 32 American cities who saw for the first time a Broadway production reproduced on a large screen through closed-circuit television as it was being performed in New York's Adelphi. The Atlantans paid from $1 to $10 to see the program which was for the benefit of CARE and ANTA.

Richard Todd, who plays the title role of 20th Century-Fox's "Man Called Peter," was to attend the opening of that CinemaScope production at the Fox. . . . The Florida State Retailers Association has become the first such association to publicly go on record against toll television, it was disclosed. The association, meeting in Orlando, Fla., passed a resolution calling upon the Federal Communications Commission and Congress to "keep the air free in line with the philosophy on which American broadcasting has been established." The resolution warned that pay-as-you-see television would add to a "stay at home" trend of present consumers and further result in the lessening of the large listening audience offered by free radio and television.

President Ed Stevens, Stevens Pictures, was back in his office after visiting his Miami, Fla., branch. . . . Jimmy Hobbs, branch manager, Allied Artists Southern Exchanges, was back after a business trip to Florida.

Jimmy Bello, Astor and Capital Films, was off for a trip to Tennessee. . . . Jimmy Campbell and Ben Jordan, Allied Artists Southern Exchanges sales representative, was in for a visit. J. E. McLeory, Allied Artists, Charlotte, was in for a visit wih his family.

Mrs. Polly Puckett and Miss Betty Landers, Allied Artists Southern Exchanges, were welcomed into WOMPI at the monthly meeting at the local Variety Club. Eleven members agreed to furnish automobiles for the Old Newsboys Day Drive parade, sponsored annually by the Variety Club and Atlanta-Journal and Atlanta Constitution.

Charlotte

David Williams, salesman, IFE, is touring the eastern region contacting exhibitors in New Bern, N. C., Washington, N. C., and Elizabeth City, N. C. A screening of "Wayward Wife," IFE release, was held in the Fox Screening room.

W. G. Driver, independent salesman, was in the peach belt area, Candor, N. C., West End, N. C., and Southern Pines, N. C., and states that the peach crop is a complete failure due to a cold wave. It is going to affect theatres in that section, and hundreds of workers have been laid off.

L. L. Theimer, Bill Talbert, Piedmont Promotions and Booking Service, and Max Reinhardt, Reinhardt Enterprises, have opened Atlas Promotion and Advertising, Inc., now presently located in the Latta Arcade, Charlotte. Primary function of the company is to properly exploit pictures for theatres and they intend to carry a full line of advertising, such as false fronts, and radio and television spots.

Women of the Motion Picture Industry, the sixth organization in the United States, will have their first regular luncheon meeting on April 27 at Thacker's Restaurant. . . . W. F. Harris, Harris Theatre Sales, is running for city councilman in the coming election.

Betty Beath, MGM, will be her sister's maid of honor when Peggy Jean trips down the aisle of the First Baptist Church with John Edward Cagle, Wesson, Miss.

Jacksonville

Out-of-towners in were Al Bondy, short subjects salesman; Johnny Harrell, Martin Theatres, Atlanta; Lynn Goodyear, Empire, Daytona Beach, Fla.; Jim Partlow, Kuhl Avenue Drive-In, Orlando, Fla.; S. E. Daniels, Marianna, Fla.; and E. M. Loew, a visitor from Boston.

Announcement was made of plans for a Southeastern Movie Festival to be staged May 16-June 16 by exhibitor organizations in Alabama, Georgia, and Florida, with the cooperation of distributor groups. Bolivar Hyde, Lakeland, executive of the Talgar Theatre Company, is chairman of the Florida group. He stated that the festival is to be staged to stimulate greater patronage at theatres in the three states, with premieres of outstanding new pictures in Birmingham, Atlanta, and this city, and personal appearances by leading motion picture



John F. Kirby, Warners southern division sales manager, recently presided over a meeting of the company's southeast and southwest districts at the Roosevelt Hotel, New Orleans. Attending were, left to right standing, Edward E. Hinchy, head, playdate department; Luke Conner, New Orleans; Don Tullius, Oklahoma City; Joe Young, Memphis; W. O. Williamson, Jr., southeast district manager; J. F. Kirby, southern division sales manager; J. C. McCrary, Dallas branch manager; R. A. McGuire, auditor of exchanges; Ed Williamson, southwest district manager; and, left to right, kneeling, Charles Baily, assistant to shorts subjects general sales manager Norman H. Moray; Carroll Ogburn, Jacksonville; C. T. Jordan, Jr., Atlanta; H. C. Vogelpohl, Dallas; and W. B. Langston, assistant branch manager, Atlanta.

stars. Serving with Hyde on the Florida promotion committee are Horace Denning, Dixie Drive-Ins executive; Ed Chumley, Paramount branch manager; Thomas P. Tidwell, 20th-Fox branch manager; and Jack Wiener, MGM exploiteer, all of Jacksonville; and Jerry Gold, Pahokee, president, Motion Picture Exhibitors of Florida.

Two new drive-ins were under construction here. . . . Now booking for Key West's San Carlos and Lincoln is Floyd Stowe. . . . Carolyn Nelson, Florida State Theatres, announced plans of moving to the midwest. . . . R. Cam Price, RKO branch manager, was attending a regional sales meeting in New Orleans.

Harvey Reinstein returned to the Buena Vista office. . . . Harry A. Mersey vacationed at Miami, Fla., away from his duties at the 20th-Fox office in New York. . . . Jerry Gold, MPEOF president, has asked all theatre owners of the state to consider booking Danny Kaye's "Assignment Children" to acquaint the public with the world-wide work of UNICEF. . . . The season's first midnight horror shows appeared at the Ribault and Atlantic Drive-Ins. . . . Joe Charles, manager, Capitol, came back from a visit to Tampa, Fla.

Memphis

Moses Silman, Lux, Luxora, Ark., was in on his way to a 10-day vacation to New Orleans. . . . Mr. and Mrs. S. J. Azar, Lincoln and Harlem, Greenville, Miss., came through on their way home from three weeks spent at Hot Springs, Ark. . . . That bounce in the walk of Allied Artists branch manager, Bailey Prichard has turned into a strut at first sight of that granddaughter. Her first plane flight to see grandad didn't faze her.

Maybe the Memphis Board of Censors aren't doing so badly. They banned "The Blackboard Jungle" and Atlanta has banned the same picture with the reason, "This does not apply to Atlanta." . . . Greenville theatre owners in Mississippi met with the PTA and agreed to try to "screen" weekend movies more carefully with child audiences in mind.

New Orleans

Pat Wagner, Theatres Service, observed her birthday. . . . Ralph Hogan, who departed from MGM's sales staff a few months ago to enter outside business, has returned. Carlton Bien, who had replaced Hogan, is back again as salesman in the Washington trade territory. . . . Deepest sympathy is extended to Arthur Baggett, Village, Bonita, La., in the loss of his wife.

Friends and UA fellow workers are taking a gander at that sparkler on Jean Davis' third finger left. Wedding bells will soon ring for her. . . . Mr. and Mrs. F. F. Goodrow and Mrs. Goodrow's father, Captain Rose, visited with the former's son, Freddy, and family in Thibodaux, La. . . . Guy Adams, manager, Columbia, Hammond, La., is slowly recovering from second degree burns on face and body caused by the explosion of the boiler in the theatre when he struck a match to light the pilot light.

Heartfelt sympathy to Mrs. Mary Morris, cashier, Paramount, and a member of the WOMPI's, in the loss of her mother, and to Mrs. Jesse D. Tinsley, Jonesboro Drive-In operator, in the loss of her husband. . . . Thank you Doyle Maynard, Don, Natchitoches, La., for your renewal subscription to Motion Picture Exhibitor.

The Liberty Amusement Company, headed by J. C. Keller, Jr., shuttered the Rex, Eunice, La., where they also operate the Liberty, Queen, and Delta. . . . Mrs. Ural Everett acquired ownership of the Palace, Mount Olive, Miss. . . . A. J. Broussard reopened the Bruce, Crowley, La. . . . Other reopenings after temporary closing for remodeling are Locke Bolen's Grove Hill, Grove Hill, Ala., and Francis B. Johnson's Navy Point, Warrington, Fla. . . . Elroy Saxon and E. E. McMillan, new owners, Welsh, Franklinton, La. have rechristened it the McRoy.

The Rose, Franklinton, La., was scheduled for reopening on April 9. The new owner is W. P. Mulina. . . . John Grainger, Columbia office manager, is back home from Baptist Hospital and an operation. Reportedly he is well on the road to recovery with hopes of being up and around again soon. . . . Harold "Babe" Cohen, Lippert, returned from a business trek in Mobile and other Gulf Coast towns. . . . Asa Booksh, manager, RKO Orpheum, and staff hosted exhibitors, press and radio representatives, city officials, officials of the city's various clubs, and clergy to an invitational special preview showing of Elia Kazan's production of John Steinbeck's "East of Eden."

An extensive remodeling program is underway at Frank Smith's Grand, Grand Isle, La., which includes the installation of CinemaScope equipment. . . . George M. Leppert, who recently organized Leppert International Enterprises Corporation, an independent movie producing company, announced that the first features will be filmed in Spain, Houston, and Dallas, and Istanbul, Turkey. The Texas film, a comedy, will be titled "Uranium Blonde." The one to be produced in Turkey is titled "Turkish Delight." No title has been released for the production to be filmed in Spain. Leppert has opened an office in Marksville, La., in addition to his office here.

Prophit and Hinckle reopened the Star Drive-In, Tallulah, La. . . . Charles McQuaid, co-owner, local Allied Speaker Reconing Center, was a Film Row caller. His partner is Robert Siebold. . . . Best wishes for a speedy recovery to Mrs. Ann Dufour, UA booker and a member of the WOMPI club, who is back home from Mercy Hospital, where she underwent major surgery.

From the desk of Mrs. Claire Tremorel, Women of the Motion Picture Industry public relations chairman: Mrs. Anna LeBlanc Oliphint, club parliamentarian and treasurer, Richard's Center, was accepted as a member of the American Institute of Accountants, a national professional society of C.P.A.'s. Mrs. Oliphint was the only one of the distaff side thus honored this year. . . . Mrs. Ora Johnson, MPA, and Lillie Bourgeois were the first and second prize winners, respectively, in the selection of original drawings for a national insignia among the members of the local unit, which will compete with other clubs. Judges in the finals are members of an appointed committee headed by national president Verlin Osborne, Dallas. Ida Klos, Paramount Gulf, is the chairman of the local insignia and pin committee. . . . The monthly business meeting will be held at the New Orleans Hotel on April 26 at seven p.m. Mrs. Anna Oliphint, Richards Center, and the clubs parliamentarian, will explain the discussions on modification of the bylaws. Also on the agenda will be the election of members for a nominating committee for officers in the upcoming election.

Alvin Daste, local Caffin, rates a thank you for his renewal subscription to Motion Picture Exhibitor. . . . Don Stafford, Dixie Theatres Corporation, rushed to Hammond, La., upon receipt of telephone call that manager Guy Adams, Columbia, was injured in the theatre's boiler room explosion. . . . Thank you,

Gaston J. Dureau, president, and J. T. Howell, film buyer and booker, Paramount Gulf Theatres, and Holland Smith, manager, Saenger, for renewal subscriptions to MOTION PICTURE EXHIBITOR. . . . Visitors at Theatres Service Company were J. C. Keller, Liberty Theatre Company, Eunice, La., and Doyle Maynard, Don, Natchitoches, La.

Joseph Barcelona, Regina and Tivoli, Baton Rouge, La., was in, as was William Lighter, Pass Christian, Miss., who was enroute home after a visit at his theatres in Patterson, La., Berwick, La., and St. Mary's Drive-In, Baldwin, La. . . . Bill Terrell, Roseland, La., fit after years of illness, was at Stevens buying and booking for his 16mm theatre in Amite, La. He was accompanied by his bride.

Florida

Miami

In Fort Lauderdale, Fla., the Dixie Manor Drive-In opened with free admission to the first 100 cars and free candy to all children. . . . Services were held for Mrs. Josehine Pierce who died in a local hospital. She was head of the cinema section of the Army during World War I and once was in charge of the old Vitagraph Film Corporation.

Jack Fink, manager, Park, Tampa, Fla., was in to attend the Wometco Old Guard party-ette held at the Variety Club. Following a buffet supper, the organization held a business meeting at which the following were elected to the board of governors, Burton Clark, manager, Boulevard Drive-In, North Miami Beach, Fla.; Walter Klements, manager, Mayfair Art; Dick Treccase, manager, Sunset, South Miami, Fla.; Sonny Shepherd, district manager; and Van Myers, head, confection department. Clark was elected for two years, the others for one. Wally Becker, chairman, will remain on the board for another year. Following the election, the Old Guard members and their guests enjoyed entertainment presented both by members and by professionals.

Gene Race, manager, Parkway, enjoyed lunch with a friend of his early days in Europe, actor Paul Lukas. Lukas and Race were in the Hungarian army together and at one time were roommates. . . . The committee of 1,000, Variety Club's gift to Variety Children's Hospital, kicked off its 1955 campaign with announcement of a $20,000 gift from a local resident, Mrs. Ernest Scott. Heartened by this generous gift, chairman Leo Adeeb and his lieutenants mapped plans for a campaign to raise $100,000. Members of Variety women's committee will take complete charge of the Miami Beach drive, with Mrs. Gilbert Chaplin, general women's chairman, appointing Mrs. Nora Bell chairman of committee work. Mrs. Scott's totally unexpected gift means the committee can start with 20 per cent of its goal already achieved. Anoher unusual gift received was $114 from "The committee of 60," employees of Miami Springs Villas.

Carole Kalphat is new in the Wometco offices, replacing Roger Doan, resigned to return to schooling. . . . Paul Grosso has been appointed maintenance chief, Wometco Theatres properties in Fort Lauderdale, Fla. . . . The Gateway, Fort Lauderdale, Fla., had a free Easter holiday show for the children. . . . Howard B. Shaw, formerly with Reela Films, is now assistant to Maurey Ashmann, Television Film Art Service, Inc. . . . Elmer Radloff, comptroller, Wometco Theatres, is proud of daughter Helen Lee Radloff, who was elected to Who's Who in American Colleges and Universities.



Producer Sam Katzman was interviewed in the lobby of the RKO Orpheum, New Orleans, recently at the world premiere of Columbia's "New Orleans Uncensored." Looking on are stars Arthur Franz and Beverly Garland and local notables.

Variety Club of Greater Miami has issued its first number of "Variety Barker," a bulletin for members. Maurey Ashmann, chief barker, in the first issue told his fellow members "Your card and key to Variety Club brings you the association of fellowship of many like yourself . . . your efforts for Variety pay the highest returns possible . . . just visit the hospital and see the youngsters . . . that's the story your heart will understand better than words."

Arthur Godfrey starred as master of ceremonies at Variety Club of Greater Miami's eighth annual "Show of Shows" in the Miami Beach Auditorium. Milton Berle and Terry Moore added their talent to the very successful evening. Les Rohde and his band supplied the music. Co-chairmen were Sonny Shepherd and Al Weiss.

Mississippi

Long Beach

Luther Woodfield and Buddy Woodfield have purchased the Moonlite Drive-In, West Beach, from Mr. and Mrs. H. B. Millet. Improvements and a new widescreen will be added.

North Carolina

Durham

W. F. Shelton, Louisburg, N. C., exhibitor, and mayor of the town, has announced that he will not be a candidate for reelection as mayor in the May 3 election.

Sara Shane, movie actress, was crowned queen of the eighth annual Azalea Festival at Wilmington, N. C., and actress Kim Hunter was among the honor guests and appeared daily in the

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Ernest A. MacKenna, manager, Joy, New Orleans, is seen beating the tom-tom for Chief Ben American Horse, cousin, of Chief Crazy Horse, and his granddaughter, Princess Darlene Rooks, who visited recently in connection with advance promotion of U-I's "Chief Crazy Horse."

Thalian Association of Wilmington's daily production of the play, "See How They Run," during the festival.

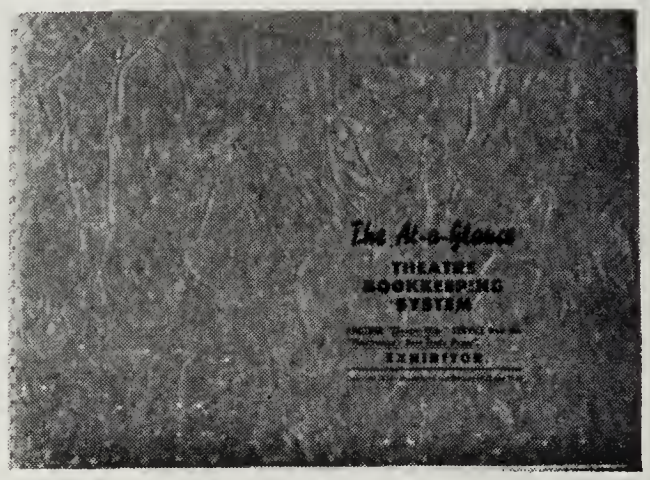
W. G. Enloe, Raleigh, N. C., district manager, North Carolina Theatres, Inc., has announced his candidacy for reelection to the Raleigh City Council.

North Tryon Street Drive-In, Charlotte, N. C., has provided its facilities for regular drive-in church services each Sunday conducted on a non-denominational basis by the Reverend Paul C. Duncan, pastor of the First Christian Church at Charlotte, and are held each Sunday from 8:30 to 9:15 p. m. The physical equipment at the drive-in is being used, including the public address system, individual speakers for each car, and individual heaters. A portable pulpit, cross and other equipment is used.

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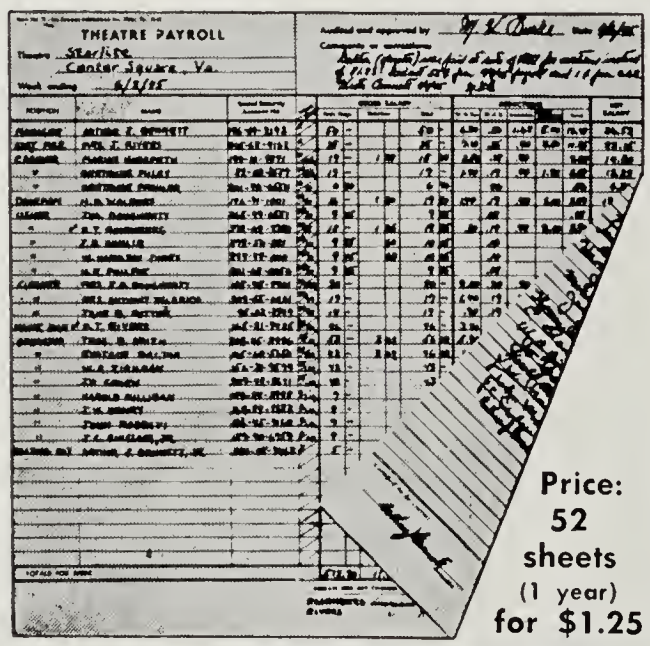
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NEWS OF THE Territory

BRANCHES

Cincinnati

Business trips were made by Milton Gurian, Allied Artists branch manager, to Columbus, O.; Herbert J. Gilles, Paramount branch manager to Philadelphia for a company division meeting; Lloyd Krause, RKO branch manager, to Chicago for a sales meeting; George A. Kirby, Republic branch manager, to Charleston and Huntington, W. Va.; and Jay Goldberg, Realart executive, to Parkersburg, W. Va. . . . William Bein, district manager, National Screen Service, and Richard L. Rosenfeld, president, Standard Concessions, are vacationing in Florida for several weeks.

New officers of the MGM Club are president, Marlene Kilgore, bookkeeping department; vice-president, Chic Jansen, shipping department; secretary, Florence Hermann, cashier; and treasurer, Catherine Manthey, contract clerk . . . New at MGM are Betty Leicht, receptionist, and Dorothy West, general clerk.

The ANTA closed-circuit TV show laid an egg at the Albee. Only about 300 attended, and many of them were reported to have walked out early. . . . Duke Hickey, U-I publicity department, was in to bally "Man Without a Star." . . . Realart and Lippert are distributing Disney's "The Immortal City" in this area and have booked it into the Art Guild for mid-May. . . . John Gregory is booking and buying for the New Salem, Dayton, O., Steve Vradlois, owner. . . . Warners' "Jump Into Hell" was screened for local exhibitors.

UA has completed remodeling and redecorating its Film Row offices. . . . Drive-Ins reopened recently with new wide-screens and other improvements, included those at Mason City, W. Va., Ross Filson, owner; Burlington, O., Brent McCoy, owner; and Logan, W. Va., Leslie Avis, owner. . . . Al Thalheimer has closed the Fountain, Smithers, W. Va.

David Staadecker, a CPA who handles tax matters for many Film Row offices, is the proud father of a baby girl. . . . Ben Bein, service manager, National Screen Service, was in Jewish Hospital with a heart ailment. . . . Friends were extending sympathy to Ann Welling, former secretary, Cincinnati Motion Picture Theatres, Inc., on the death of her brother.

Cleveland

Theatre attendance hit a week-end low when a nine-inch snowfall and high wind hit the area. Some of the larger neighborhood theatres reported a total audience of 15 people Saturday night. Most drive-ins, many of which opened the previous day, closed again. There were two exceptions to this general condition, the Fairmount and Detroit. Both were playing a one-day pre-release of Republic's "A Doctor in the House." Leonard Greenberger, manager, Fairmount, says he had more than 1,000 paid admissions, while the Detroit, according to Leonard Mishkind, had an audience of about 44 people.

Richard Todd, star in the 20th-Fox production, "A Man Called Peter," was scheduled to be in. A press luncheon at the Statler Hotel was arranged. Todd is making a seven-city personal appearance tour in seven days, taking him to Chicago, New York, Philadelphia, Washington, Detroit, and Atlanta, as well as Cleveland.

Jim Levitt Universal-International city salesman, is home from the hospital convalescing from minor surgery. . . . Republic held a buffet luncheon housewarming party to welcome industry members to its new Film Building street level location. Hosts were Jules Livingston, branch manager, and salesmen Justin Spiegle and Joe Krenitz. It's the space formerly occupied by Eagle Lion.

Herbert Ochs, Ochs Drive-In Management Company, returned from Dania, Fla., where he and Mrs. Ochs have been vacationing, and is shoulder deep in activities. Six of his seven Canadian drive-ins were to open on April 7. The seventh, the Porcupine Drive-In, Timmins, Ontario, has a May 1 opening date. In addition, Ochs is overseeing construction of the new 750-car Pearl Road Drive-In, here, which he, in association with James J. Barton, former state representative, and Ben L. Ogron, Ohio Theatre Supply Company, is building. Henry Hellriegel, local theatre contractor, has been awarded the contract to construct the concessions buildings. Owners are shooting at a May 30 opening.

Cleveland exhibitors are wholeheartedly back of Wilbur Snaper's (New Jersey Allied president) move to get producers to make available more prints of pictures suitable for special children's matinees. Claiming the movie going habit is formed early, they feel that in the long view producers will benefit by issuing new prints even if they do not show an immediate profit. . . . Chris Spanoudis, Ohio Theatre Supply Company, spent a week at the Strong electric plant to get special knowledge of the Strong products for the benefit of the theatre owners he serves.

Two Marion, O., theatres are shutting down definitely on April 11. They are the Palace and Marion, formerly Northio houses. No reason for the shutdown is announced. . . . The Hough-79th Street, here, which closed recently, has been reopened by a new lessee, Raymond J. Kneier. . . . Academy Award night did not have much, if any, effect on theatre attendance, a survey of both downtown and neighborhood Cleveland houses reveals. Most report they did their average Wednesday night business. One reported grosses down about 15 per cent.



Marie Roessel, cashier, U-I Cleveland exchange, recently marked her 35th anniversary with the company and was feted by her associates.

Property in Maumee, Toledo, O., suburb, has been sold by the Anthony Wayne Development Company to the Toledo Trust Company, trustee, as the site for a shopping center. President of the Anthony Wayne Development Company is Jack O'Connell, owner, Loop, Toledo. Sale price is reportedly about $150,000.

Detroit

To build interest in the forthcoming "Purple Plain," Fox managing director Dave Idzal has asked that the area be searched for a ricksha. . . . The Wonderland Drive-In construction has gotten under way with Irwin Serlin and Dave Korman conferring over sign plans. . . . The Ford Motor Company commercial films, some in CinemaScope, have shown to more eople than many straight movies. In 1954, 22,500,000 saw 29 films at 300,372 showings. . . . Roy Hankins, who pleaded guilty to breaking into the Main, Royal Oak, Mich., was sentenced.

Details connected with the Los Angeles junket of the Variety Club are being handled by Jack Zide. . . . Donald Shields, Albert Dezel booker, is recuperating from an illness. . . . United Detroit Theatres has turned the Birmingham, Birmingham, Mich., over for a recreation fund benefit. "Broken Arrow" will be shown. Details are being handled by the Fire Department. Projectionists are donating time.

Rex Kinne has closed the Lyon, South Lyon, Mich. . . . Head of the Cici Circuit, Tony, has returned from a Florida vacation. . . . Much ado was made about George Seaton's Oscar, being as how Seaton is an old Detroiter. Many were the folks who came up with personal memories, none so startling as identifying George as the original Lone Ranger of radio.

Clyde Wixom was the subject of the Free Press Sunday Magazine's lead story. Wixom, once a Kunsky-Trendle Circuit manager, has one of the largest collections of circusana in the country, including a calliope playing wife. . . . Detroit Police Censorship Bureau checked 381,000 feet of film last month, 299,800 feet American, 81,200 foreign. Again Mexico led the foreign footage with 70,000 feet. 8,300 feet were snipped all told.

George Rush has put a ring on the finger of Alice Slonieski, Warners' cashier. . . . Howard Bruce, Amusement Booking Service, has had an eye operation and will go through another in three months. . . . Kenneth Guibord is back at Paramount after a short illness. . . . Popular Neal Lang, Sheriton-Cadillac Hotel manager, left to manage the Sheriton-Astor, New York, in a Mercury

Solons Explore Ohio Censor Problem

COLUMBUS, O. — Judiciary subcommittee of the Ohio House of Representatives has been exploring the problem of whether it is possible to write a censorship law that will meet constitutional tests. Chairman E. G. James, Republican, Caldwell, said it was not the province of the subcommittee to declare whether such a law should be recommended but only to find out whether there is a firm legal base for a new law.

John C. Harlor, Columbus attorney representing the Motion Picture Association, said the U. S. Supreme Court has not declared film censorship unconstitutional because the court "always decides cases on the narrowest issue possible. The court selects a very patently unconstiutional part of the statute, namely the criteria under which censors were obliged to act."

Dean Frank Strong, Ohio State University College of Law, told the subcommittee that there is "enough honest difference of opinion" about the constitutionality of censorship to permit passage of a new Ohio censor law" but that "no one can guarantee the constitutionality of any censor statute."

Robert Wile, secretary, Independent Theatre Owners of Ohio, said the proposed censorship law limited to patrons under 21 cannot be enforced. He said, "How can you bar a 20-year-old Marine or an 18-year-old married couple?" Wile said he would support Thomas Osborne, assistant prosecutor of Cuyahoga county, in enforcement of police laws against objectionable films. Osborne spoke earlier to the full committee in favor of censorship. Wile refuted statements that films show explicit methods of committing crime. He exhibited a current magazine article titled "Six Ways to Steal a Car." Wile said he would favor making it a penal offense to show films which demonstrate how to use narcotics.

He said Communist propaganda can't be banned by law and said the only film shown in Ohio with such propaganda was "Salt of the Earth." Wile some months ago warned Ohio exhibitors about the nature of the film. Wile, a member of the Bexley Parent-Teacher Association, said he was not contacted about whether he was in favor of the association's support of the Committee for Decent Films in Ohio and questioned whether many PTA members were advised of the action.

In refuting statements by Rep. James Kilbane, Cleveland, that many Ohio theatres were showing "lewd" films, Wile said that 99 percent of Ohio theatres show none but code-approved films.

The Ohio Civil Liberties Union has been active in attack on proposed censorship. Speakers before the subcommittee included Warren Hill, law professor, Ohio State University; Morton Icove, Cleveland attorney, chairman of the union's censorship committee; and Rev. Jesse Cavileer, pastor of the First Unitarian Society, Cleveland. Oscar Steiner, chairman, sent a letter to the subcommittee protesting censorship.

Icove said he would like to have an immediate ruling from Attorney General William O'Neill on constitutionality of proposed laws. He said legislators who have sworn to uphold the constitution would violate their oaths if they approved censorship laws which they believe to be unconstitutional. He said obscene films could be quickly controlled by strict enforcement of present penal laws and by greater penalties.

"Limited pre-control" of films is as "necessary now as it was in the past," said Dr. Clyde Hissong, former Ohio chief film censor. He attacked "strike-it-rich" producers and distributors who have attempted to cash in on lack of effective state censorship.

station wagon, a gift of the Standard Club. Cooperative Theatre twin heads, Irving and Adolph Goldberg, headed the presentation.

It took six New York Central cars to bring 300 people along with Flora Ward Hinline to the Music Hall for one of the largest single groups to see "Cinerama Holiday." . . . Cinerama's district manager, Frank Upton, is off to St. Louis again to iron out the managing director problem there.

Indianapolis

Chief Barker Bob Conn, Variety Club, was the caller for a square dance at the club. . . . Gustav G. Schmidt, 90, retired exhibitor, died at his home. He had operated several theatres here. . . . Dudley M. Williston, 64, died at his home. He was widely known in the industry.

Benjamin Seigel, special representative, Selznick Releasing Organization, visited Realart. . . . Dan E. Goldman, midwest representative, Makelim Pictures, was on the Row, calling on local subscribers to the Makelim plan, and visited the Realart office, local Makelim distributor. . . . Ten of the drive-ins in the immediate theatre circuit are now in operation for the coming season. All have been recently re-equipped. . . . Moe Esserman was a Film Row visitor and a caller on local exchanges. . . . P. K. Wessel, head, States Film Service, Inc., has arranged to share offices with Earl Penrod at 443 North Illinois Street, former Screen Classics location.



Kirk Douglas, star, U-I's "Man Without A Star," recently visited Detroit, where he is seen with, left to right, P. F. Rosian, U-I district manager; Joe Rosen, Detroit branch manager; and Ed Stuokey, Butterfield Theatres executive.

Marc Wolf, general manager, Y and W, was one of the speakers at a meeting of the Temple Sisterhood at the Hebrew Congregation. Wolf, former international chief barker, is planning to attend the Variety Club convention in May in Los Angeles. . . . Harvey Cox has closed the Palace, Fort Wayne, Ind., because of the shortage of product. W. T. Sledge has taken over the Marion from Ray Coleman. . . . The Palace, Evansville, Ind., was sold to Harry Coleman by Roy Stiller. It has been renamed as the Royal.

Pittsburgh

Riverside Drive-In, Wheeling, W. Va., which was headed for an early opening, was forced to postpone due to the flood. . . . Sol Goldberg, 63, former well known theatre owner, Elkin, W. Va., and father of Marshall Goldberg, All-American at University of Pittsburgh, committed suicide by shooting himself. . . . Park, Munhall, Pa., operated by the former Columbia manager George Tice, will close at the duration of the lease. It is understood that this theatre will join the long list of theatres being converted to storerooms in this area.

Paul Silverman is back with the Dinty Moore booking agency. He is the younger son of Dave Silverman and a senior at the University of Pittsburgh. Dave's older boy is now with the armed forces in Europe. . . . Frank A. Orban, Jr., Somerset County district attorney seeking reelection, is preparing to install a wide-screen and anamorphic lenses at the Strand, Cairnbrook, Pa.

Variety Tent One will have a delegation of 50 at the coast convention, May-4-7. The tent honored seven judges of the Pennsylvania Superior Court with an informal dinner. With the opening of the baseball season, a memorial plaque honoring the late Rosey Rowswell was dedicated at Forbes Field. . . . State, Barnesville, Pa., reopened after being closed for several months, with all new equipment. . . . Opera House, Buckhannon, Pa., held by Smallrige and Colerider on lease, has closed. Meanwhile, their Kanawha will continue in operation. . . . The Cameraphone, operated by the Warner circuit and Morris Finkel, has been acquired by the Mervis Brothers. An extensive modernization program is being planned with a large screen and anamorphic lenses being installed.

George Zeppos, Rex, Wheeling, W. Va., has recuperated from his recent illness and is now on the road to recovery. . . . The cadets from Linsly Military Institute paraded and performed in conjunction with the opening of the "Long Gray Line" at the Capitol, Wheeling.

Drive-ins opened included Ohio Drive-In, Follansbee; Riverside, Rayland, O.; Starlight, Wexford, Pa.; and Kane, Kane, Pa. . . . MGM will bring a "Glass Slipper" float to town to help exploit the new Leslie Caron show, coming to downtown Penn. A Cinderella will be chosen in the local campaign.

On May 16, the Stanley will carry the Marciano-Cockell heavyweight championship fight via theatre TV. . . . Jack Judd, Columbia manager, reports that they will

stage a multiple and saturation area release May 11, when "Cell Block 2445" and "Seminole Uprising" will break in 100 theatres.

Bob Bowman, Stanley Warner district manager for the Erie, Pa., area, is vacationing in Florida. . . . Allied Artists will move from present offices to new quarters formerly occupied by Lou Hanna. . . . Mr. and Mrs. Malone have sold the supermarket in Cheswick and will now concentrate only on their theatre interests at Cheswick and Springdale, Pa.

Pennsylvania Democratic chairman Joseph Barr stripped Alden Phelps, Waterford Drive-In operator, Waterford, Pa., and Erie county Democratic chairman, of patronage command. Now Phelps will break with the party and run for Erie county commissioner against seven other contenders. . . . Carlton, DuBois, Pa., has been dismantled and the Sears Department Store will lease it for commercial use.

The Stahl, Homestead, Pa., is being converted into a skating rink. The theatre has been leased for conversion by John Stahl, who was a pioneer exhibitor. . . . Joe Mazzei is now doing his own buying and booking since his withdrawal from the Co-op combine. . . . W. E. Anderson, veteran Mount Jewett exhibitor, confirms that he has secured the Huntington Drive-In and will operate it starting this spring. His daughter, Susan, is back home after being hospitalized.

Cliff Brown left for Virginia where he will compete in the annual charity golf tournament. His Temple, Kane, Pa., is being managed in his absence by his father-in-law. . . . Gus Vaveris opened up his Mundy's Corners Drive-In, Johnstown, Pa., with $1 a carload. . . . The Gray, Spangler, Pa., closed its doors after operating for the past 20 years. This was due to the serious condition of the coal mining business in this area. The final admission was 10 cents to all with no takers.

Cuba Walker, Ideal Circuit, Johnstown, Pa., has installed anamorphic lenses at her Ideal and Roxy, leaving the Laurel and Hollywood the only two theatres operating without anamorphic lenses. . . . Adolph Farkas, Lyric and Rialto, Johnstown, Pa., left for a vacation to Washington in order to see the well known cherry blossoms.

Ohio

Columbus

Proposal to establish statewide daylight savings time, opposed by theatremen, was killed by a vote of 10-2 in the House of Representatives committee for state government. A number of Ohio theatremen spoke before the committee opposing the measure. . . . Rabbi Samuel Gup, 61, chaplain of the Columbus Variety Club and former rabbi of Temple Israel here, died in University Hospital. Among his many public-spirited interests was service on an advisory council to the Ohio film censorship board.

Manager Robert Sokol, Loew's Broad, discovered a compatriot of Peter Marshall, whose life story is told in 20th-Fox's "A Man Called Peter." The



Chief Ben American Horse, cousin of Chief Crazy Horse, accompanied by his granddaughter Princess Darlene Rooks, who are touring key cities on behalf of U-I's "Chief Crazy Horse," recently visited Toledo, O., where they are seen being welcomed by Mayor Czelusta as Al Dennis, manager, Rivoli, looks on. The Indians were made honorary citizens of Toledo.

local man, William Marshall, was born in Coatbridge, Scotland, home town of the Scottish minister. The Columbus resident, a carpenter who came to Columbus from Scotland six years ago, said he is not related to Marshall. Scenes for the CinemaScope feature were filmed in Coatbridge.

Hollywood-produced war movies can inspire young men to enlist but they can also create "lopsided or distorted impressions of service life that are rough to erase," said Brigadier General F. H. Lamson-Scribner, commander of Marine Air Reserve Training. He was here to participate in the annual military inspection and review at Port Columbus Naval Air Station. He said enlistments here had jumped since "Battle Cry" was shown, but "some mothers might think twice about allowing their sons to enlist in the Marines after seeing the not-so-tame love affairs of the Leathernecks."

Veteran screen actor Monte Blue was honor guest at the recent dedication of the new Milo-Grogan Boys' Club. He was welcomed by Leo Yassenoff, executive vice-president, Boys' Clubs of Columbus, and owner, Academy Circuit.

Mrs. Ethel Miles has installed CinemaScope equipment in the Garden. The installation includes a new wide seamless plastic screen plus new cylindrical-type



Kirk Douglas, star, U-I's "Man Without A Star," recently visited Pittsburgh where he is seen with, left to right, Francis Guehl, U-I branch manager; Frank King, Shea Theatres; and Ed Fahee, manager, Fulton.

anamorphic lenses. . . . Four central Ohio drive-ins were scheduled to open for the spring season. These include three Miles auto theatres, East Main, Scioto Drive, and West Broad, plus the Kingman, near Delaware. . . . Manager Robert Sokol, Loew's Broad, received many enthusiastic comments from those who attended a special preview of "A Man Called Peter," Easter week attraction at the Broad.

Marion

Managers of three local theatres said the houses will be shuttered following refusal of Marion City Council to repeal the three percent admissions tax as requested by theatremen. James Rairdon, manager, Palace and Marion, said his houses would be closed April 12, and Lee Kramer, manager, Ohio, said that house would be dark June 1. The tax has yielded about $20,000 per year with $6,000 of that amount coming from Marion theatres, said Don Quaintance, chairman of the finance committee, City Council. The tax has been in effect since 1947. Rairdon said the theatres could be considered as paying the tax, since admissions were not increased at the time the tax was imposed. Northio Theatres Corporation, Detroit, operates the Palace and Marion. Selected Theatres Company, Cleveland, operates the Ohio.

West Virginia

Huntington

The East Outdoor and the Ceredo Drive-In have both reopened for the season. Both have been remodeled and CinemaScope equipment installed.





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NEWS OF THE Territory

Chicago

Advance in movie attendance, which has been constant for the past two years, was again shown in the city tax take for March, which reached $102,071 as against $96,939 for that month in 1954. Total amusement taxes for that month were $156,027 and a year ago for that period, $147,548. Movie taxes for the first quarter of this year were $296,011, as compared with $285,983 a year ago.

The petition of Thomas Hart to build an $85,000 drive-in just north of Valparaiso, Ind., was denied by the board of zoning appeals. . . . Charles Golin, former exhibitor, joined IFE. . . . A fire in the Le Rose, Jeffersonville, Ind., Marquee, caused by defective wiring, was quickly extinguished by alert attendants. . . . IFE will move in May to larger modern quarters at 1320 South Wabash Avenue.

Tom Bloomer, Bloomer Amusement Company, and his brothers, Frank and Wesley, were among the first committeemen of the Belleville-Scott organization which recently entertained 140 enlisted men and women of the Scott Air Force field base near Belleville, Ill. . . . Jean Van Hulin was named Ziegfield assistant manager succeeding Mrs. Altringer, who resigned after five years duty.

Producer Hugh Davis and bride Dorothy Patrick honeymooned here. . . . Merchants rallied around the Lyric, Greenfield, Ill., when it looked as though the house might close. They formed a sponsoring committee with Frank Green, the theatre's manager, as seretary. . . . James Jovan, Monroe owner, returned from New York with new product.

James R. Velde, UA western division manager, left here for Kansas City, after attending a sales convention at the Blackstone Hotel.

An enthusiastic welcome was given to President Steve Broidy and Morey R. Goldstein, vice-president and general sales manager, Allied Artists, as they described forthcoming productions and told the story of the new organization and its transition to major studio status. The two executives were hosts at a luncheon attended by about 100 theatremen. Dave Wallerstein, vice-president, Balaban and Katz, who emceed, extended a warm greeting to Broidy and Goldstein and complimented them on the "great strides your young company has made in an earthy campaign." Goldstein said, "This in typical of welcomes we have received in our trip around the country. We found great receptivity to our programs which far exceeded our optimism. Old buyers bought on labels. We found everywhere exhibitors are ready to give us necessary support." Wallerstein lauded Broidy for his long and faithful service to the industry. In turn Broidy paid tribute to Walter Immerman, B and K, and Jack Kirsch, president, Allied Theatres of Illinois, "who gave us contracts in dull times." Broidy said, "We are finding it more profitable to produce 20 pictures instead of 10 and 400 instead of 150. The answer is expansion. With the decline of 2-D, this is the time to move."

Harry Sears reports that despite rain, snow, sleet, ice, and other assorted spring weather, his Double Drive-In came close to a record. . . . Harris Dudelson, midwestern sales manager, Buena Vista, and his wife are sojourning in Florida. Irwin Lang, booker, is serving in the meantime. . . . Tom Oakes was named Paramount salesman in northern Indiana territory.

Van A. Nomikos, circuit owner, was vice-chairman of the committee which honored Ambassador George Melas at Greek Independence Day ceremonies in Medinah Temple. . . . The Bloomer Amusement Company has plans for two $400,000 drive-ins near the Cahokia Downs race track, Belleville, Ill. . . . Arthur Potter, 70, veteran projectionist, Six-Mile Uptown, Highland Park Mich., died.

Dallas

The Peoples, Port Arthur, Tex., has been closed by Jefferson Amusement Company. This necessitated the moving of the company's offices to the Sabine. . . . CinemaScope equipment has been installed in Jefferson Amusement's Strand, Port Arthur, Tex.

Denver

Variety Tent 37 cancelled its dinner dance scheduled for March 30, the night of the Academy Awards, because of technical difficulties. The club was unable to make arrangements for large screen presentation of the television broadcast. . . . Nervin Reed, Glenrock, Wyo., is building a 700-seat house in Brighton, Colo., and is planning for a July or August opening.

The Vogue has added a show on Sunday by running continuously from three p. m. on, instead of running one show and then shutting down until evening. . . . Marvin Goldfarb, Buena Vista district supervisor, went to Kansas City on a sales trip. . . . The Tabor is being contracted by legit and concert agents for use next year when the city auditorium will be shut down for a year's job of remodeling.

George Hodges, Gothic manager, is reaping nice publicity for his tieups with nearby merchants, who are putting on displays of their merchandise at the theatre. . . . The Lyric, 500-seater, Billings, Mont., was burned to the ground. Operated by William Dollison, the building will be rebuilt by the owner. . . . Joe Stone, branch manager, National Theatre Supply, and Mrs. Stone and three children went to St. Petersburg, Fla., on their vacation, to visit his mother.

Needing more room, Hal Fuller has moved Dimension Pictures and Realart to 2075 Broadway. Clarence Batter, who had office space with Fuller, also made the move. . . . Jack Snyder is the new assistant manager, Denham. . . . M. R. Austin, United Artists branch manager, went to Omaha to confer with western sales manager James Velde. . . . Mayer Monsky, U-I branch manager, and Mrs. Monsky went east on vacation, visiting Boston and New York in particular.

Des Moines

The Marland, Marcus, Iowa, has been reopened by the Greater Marcus Corporation. Two operators hired by the corporation failed to put the business on a paying basis so the corporation has now taken over and all proceeds except for expenses will go to Greater Marcus. . . . Film Row employees have started new hours reached during union negotiations and now started at 8 a. m. and work to 4:30 p. m.

Bill Feld and Byron Shapiro have been named as delegates to the national convention of the Variety Clubs. . . . The Allied of Iowa, Nebraska and Mid-Central, in a recent bulletin to its members, pointed out that it will be interesting to see what happens to Disney's "Davy Crockett" film when shown in the movie houses after being shown to three times as many people on TV. The bulletin raised the question whether many of the ticket buyers will expect something different than shown on TV and will the movie success of the picture lead other producers to believe that they can make product for both markets.

Kansas City

Morey R. Goldstein, Allied Artists vice-president and general sales manager, addressing 110 exhibitors and circuit heads representing 240 theatres, said, "I hope that Kansas City will remember 1955 as the year it welcomed two majors into the city, the Athletics and Allied Artists." At the luncheon meeting, Goldstein and Steve Broidy, Allied Artists president, were introduced by Senn Lawler, division manager, Fox Midwest Theatres. Goldstein told the group that because of the success of the saturation booking in this area of "Seven Angry Men," which was dated in 135 theatres, Allied Artists now plans to hold a saturation world premiere of "Wichita," a CinemaScope production, in the Kansas City territory with the kick-off to be in Wichita, Kans.

Los Angeles

A new ozoner, the Northern Drive-In, has been opened by Sarah L. Brateman of Indiana and Raymond J. Goldstein of Pittsburgh. The drive-in is located near Phoenix, Ariz., and has a capacity of 1,000, with a 50 by 110 foot screen. . . . With the installation of CinemaScope, Vic Walker's Surf, Huntington Beach, Calif., is now operating seven nights a week with two matinees. . . . Another new drive-in to increase the fast growing number in Arizona is the Northern Star, Holbrook. Ozoner is owned by Robert Young. . . . Joe Wayne, who was recently made booker, Warners Milwaukee office, from his former position of assistant shipper, Los Angeles branch, culminated an office romance with Jean Warner, contract department, by marrying the girl in Las Vegas.

Ed Harris, operator, Fontana, Fontana, Calif., checked in for a buying and booking expedition. . . . Judy Poynter, who operates a booking service here, returned from Phoenix, Ariz., where he met with Wade Allen, Rodeo Drive-In, and Gene Hollis, operator, Alden, Globe, Calif. . . . Following an appeal made by Ken Derby, Paramount office manager, and Milt Frankel Warners booker, to members of the Film Row Club for old clothing, medicines, soap, etc., for the Altadena Lodge for the Aged, the response was so great that 14 huge crates of clothing and supplies were contributed by the various offices. . . . Sherrill Corwin, president, Metropolitan Theatres Corporation, has purchased the Granada building from the Stanley Warner Theatre Corporation for about $1,000,000. The building houses the Granada, Santa Barbara. Corwin is also assuming the lease of the California there.

Minneapolis

Ralph Pielow's Quad-States Theatre Service is now handling the buying and booking for the Lakeview Drive-In, Mobridge, S. D., and the Rainbow Drive-In, Lemmon, S. D., operated by Ernie Broud. . . . J. T. McBride, Paramount branch manager, attended the central division branch managers' meeting in Chicago. Meeting was conducted by B. D. "Buck" Stoner, division manager.

LeRoy Miller, branch manager, Universal-International, vacationed in Florida. . . . Inez Anderson Bronstad, contract clerk, RKO, resigned to join her husband who is stationed with the army near Nancy, France. She will live in Paris. . . . Larry Fredrick, operator, Waverly, Waverly, Minn., has reopened the Cokato, Cokato, Minn. Latter house formerly was operated by Larry Buck. . . . Alice Kuhlman cashier, Warners, vacationed in New York and Washington.

Ida Shartin, district manager's secretary, Warners, is back from a Florida vacation. . . . Harold Lundquist, assistant to the division manager, 20th-Fox, vacationed at Hot Springs, Ark. . . . Annabelle Weaver, former receptionist, Columbia, died following hospitalization. . . . The present receptionist at Columbia, Joan Burt, is recuperating at home after being thrown from a horse.

John French, president, Minnesota Amusement Company, upon returning from a routine business trip to New York, said that New Yorkers are generally optimistic about business conditions in the months to come. Referring specifically to theatre business, he said that although there is a dearth of product at the moment, the outlook for the future is very good.

Oklahoma City

Mr. and Mrs. C. W. Duncan, Avalon, Wetumka, Okla., visited with friends in Hot Springs, Ark. . . . Johnny Edward Haggard, Jr., stepson of Retta Haggard, stenographer, Paramount, was killed in an automobile accident. Services were held in the First Christian Church and burial was in Rose Hill cemetery.

Mrs. Dean Asher, daughter of Blanch Camp, cashier, Paramount, flew from Fort Lewis, Wash. to Great Bend, Kans., where Mrs. Camp met her and drove her to Oklahoma City. Mrs. Asher will spend six weeks with her mother while her husband is on maneuvers in Montana. . . . Stanley Kelly, son of Mr. and Mrs. Tom Kelly, was married to Carole Hill, music teacher, Mayfair School. They were married in the First Methodist Church, Rocky, Okla. Tom Kelly is construction engineer, Video Independent Theatres.

Federal Judge John Barnes denied "without prejudice" an amicus curiae petition by the American Civil Liberties Union in support of the complaint brought by the IFC Distributors, Inc., against the Chicago Moving Picture Operators Union for its refusal to permit projectionists to show "Salt of the Earth." The court left the way open for further action by the ACLU. The ACLU petition recited, "May a private interest group, which occupies a critical position in relation to the stream of communication, act in a manner which effectively sets that group up as a censorship board for an entire community? Motion pictures are a form of expression which is accorded the same guarantee of freedom as are newspapers. This is a clear ruling of the U. S. Supreme Court. Motion pictures are thus considered to be a part of the free flow of communications in our society. The position occupied by the moving picture operators union in Chicago with respect to the exhibition of motion pictures is a sensitive one, and by historical accident, arising out of the growing complexity of forms of communication, is affected by the public interest. As seen in this case, a decision by the union not to show a particular picture amounts to an absolute exclusion of a picture. This is censorship. The community can be deprived of its right to judge the merits or demerits of any particular film. It has been denied this right in this instant case. We are not concerned with individual action on the part of isolated individuals or isolated groups. We are here concerned with the action of a group which occupies a monopolistic position with respect to the entire stream of one form of communication in a large area, Chicago."

Al Tribett was named Indiana manager, Terre Haute, Ind. . . . E. Wagner, Wagner Signs, flew his own plane back from New York after trade conferences. . . . Screen improvements were made at the Clark, Barry, Ill., by the Armentrout circuit.

St. Louis

In Charleston, Ill., the Lincoln closes April 30 and the Charleston Drive-In opens May 1. The Will Rogers remains open as usual. . . . In Mattoon, Ill., Clark, closed and the Skyway Drive-In opened. . . . In Litchfield, Ill., the Capitol goes to two changes each week effective April 27. The Sky-View Drive-In opens that day.

In Taylorville, Ill., the Frisina closes April 30 and the Frisina Drive-In opens May 1. . . . In Effingham, Ill., the Effingham closes April 30 and the Rustic Starlight Drive-In opens May 1. . . . In Mexico, Mo., the Rex closes April 30 and Little Dixie Drive-In opens May 1. . . . In Robinson, Ill,. the Grand has been closed and Gordon Drive-In reopened. . . . The Springfield Drive-In, Springfield, Ill., reopened. . . . The Ski-Hi Drive-In, Hannibal, Mo., opens May 1, and the Skylark Drive-In near Keokuk, Iowa, also reopens May 1.

In Chaffee, Mo., Easter Sunday was set as the tentative date for the grand opening of the Home of the Stars Drive-In, Robert Capshaw, local automobile dealer, who will own and operate the 350-car theatre, has announced. . . . In Casey, Ill., The K. B. Drive-In reopened for the 1955 season. It is owned and operated by Leroy Baston.

In Jacksonville, Ill., the snow storm and blizzard postponed the planned reopening of the 67 Drive-In. It is owned and operated by the Central Amusement Company, controlled by Howard F. Busey and Elmore Suter. . . . In Shelbyville, Ill., the Kay Drive-In will reopen for the 1955 season on April 15. The drive-in is owned by the Kay Theatre Company, with Merle D. Frances and Glenn Stewardson as the principal stockholders.

In Cape Girardeau, Mo., the Starvue Drive-In reopened for 1955. Howard Bates and Carl Milne are the owners. They also own and operate the Cape Drive-In. . . . In DeSoto, Mo., the reopening of the Skyview Drive-In had to be postponed due to the terrific snowstorm that swept eastern Missouri. W. A. Collins, owner, also operates the Collins and DeSoto.

In Memphis, Mo., the Airway Drive-In, owned by C. W. Locke, will reopen for the 1955 season on May 1. . . . In Mountain Grove, Mo., the 60 Drive-In reopened, Dean William Davis, West Plains, Mo., owner, announced. The 63 Drive-In, West Plains, also owned and operated by Davis, reopened. . . . In Kevil, Ky., the Park Drive-In, owned by Forrest O. Shelby, opened.

In Clayton, Ill., the Bijou was scheduled to close down indefinitely. . . . In Mascoutah, Ill., the Norton, owned and operated by Mrs. Fred Young, was scheduled to close indefinitely. . . . In Mansfield, Mo., George Owen, who built the Owen Drive-In, Seymour Mo., is building a 200-car drive-in.

Lee Norton, Sullivan, Ill., has returned from a business trip to Arizona. He is readying his Sullivan Drive-In for the 1955 season. . . . Al Kane, Dallas, Paramount southern central district manager, was here. Harry H. Haas, local branch manager, was in Dallas for a district managers meeting. . . . Sorry to hear that Leon Hufnagel, booker, Commonwealth Amusement Company, Kansas City, was hospitalized for an appendectomy.

Bernard McCarthy has taken desk space with the Harry Kahan Film Delivery Service. Bernie handles several religious pictures. Catherine Foy, booker,

Kahan service, in the meantime has taken over the space in the adjacent McCarthy Theatre Supply Company formerly used by the Missouri-Illinois Theatre Owners. . . . Lester Bona, manager, Warners, was in Springfield, Ill., to confer with Jimmy Frisina, buyer for the Frisina Amusement Company. Jimmy recently returned from Florida where he engaged in some tournament golf, we understand. Hall Walsh, Southern Prairie district manager, Warners, was in Kansas City.

A number of theatres were used for Good Friday services again this year, as were drive-ins for Easter sunrise services.

The Missouri-Illinois Theatre Owners, an affiliate of TOA, was scheduled to move into its new and large quarters. . . . Abe Engel, financial secretary, Film Exchange Employees, Local B-I, an affiliate of IATSE, has been confined to his home by illness. . . . F. J. (Mike) Lee, district manager, United Artists, and Bud Edele, exchange manager, were in Los Angeles for a western division sales conference of the company.

Maurice Schweitzer, manager, Allied Artists, is rightly proud of that saturation booking of 75 playdates for the company's "Seven Angry Men." . . . Clarence D. Hill, Columbia manager, is back from a trip through southern Illinois key spots.

William S. Levine has assumed his new duties as managing director, Ambassador, succeeding Ray Connor, who has moved on to a new assignment for the Stanley Warner organization. Levine formerly was manager, Warner, Washington.

Funeral services were conducted for Hugh McGregor, owner, Ritz, Arcola, Ill., and Oakland, Oakland Ill. . . . Dave Arthur, chief barker, St. Louis Variety Club, and head, booking department, Fanchon and Marco-St. Louis Amusement Company Circuit, was in New York.

Jimmy Frisina, Taylorville, Ill., buyer, Frisina Amusement Company, returned from his Florida vacation. . . . Eddie Clark, Metropolis, Ill., returned from a successful business trip to Texas. . . . A new 200-car drive-in reportedly is being constructed near Mansfield, Mo., in opposition to the Mansfield, which was closed by B. H. Pettit. It is understood that the drive-in owner plans to book films out of Kansas City instead of St. Louis, if he can get the local exchanges to go along with the arrangement.

Myra Stroud, managing secretary, Missouri Illinois Theatres Owners, had an important part in the cast for the 21st annual gridiron dinner program given by the Women's Advertising Club of St. Louis.

A special showing of "Cinerama Holiday" for students was to be given at the Ambassador. All students of elementary and high schools were eligible to attend at a flat admission charge of $1, William Levine, managing director, announced.

Considerable public interest has been generated in the "Win a Free Cinerama Holiday" contest that is being conducted by the National Food Center stores of the Greater St. Louis metropolitan area, tied in with the current engagement of "Cinerama Holiday" at the Ambassador. The first prize is a round trip to Switzerland via Swiss-Air for two people.

In Harrisburg, Ill., Fred Cline, who has been connected with WEBQ, has leased the Harrisburg Drive-In, about 500-car capacity, from J. L. and H. H. Barter and Fred Wilmoth, and will take over the management when it opens on a full-time basis again on April 1.

In St. Charles, Mo., George Spencer, formerly manager, Uptown, Columbia, Mo., for the Commonwealth Amusement Company, has purchased an interest in the St. Charles Drive-In and will book and buy and also be its manager on a business basis.

In Madison, Ill., Mrs. Regina Steinberg has announced the sale of her Madison to Pet Malek, who has been asscciated with the management of the threatre for some 20 years.

San Antonio

Robert Wilson, who plays the role of Christ in the new religious film, "Day of Triumph," was in on a visit. Film has been booked for a post-Easter showing at the Texas. Wilson will also visit in Austin, Dallas, and Fort Worth, Tex. . . . A special screening of the new 20th-Fox film, "A Man Called Peter," was held for south Texas exhibitors at the Majestic. Another special screening was to be held for local clergymen. . . . T. G. Jordan has taken over new duties as manager, Ritz, here. . . . The snack bar at the Fredericksburg Road Drive-In has introduced the serving of hamburger suppers each evening.

George Watson, city manager, Interstate Theatre Circuit, returned from a special meeting held at the home office of the circuit at Dallas. Also attending the meeting were Lynn Krueger, manager, Majestic; Tommy Powers, manager, Texas; Norman Schwartz, manager, Aztec; and Jack Chalman, publicity director. . . . Ralph Kettering, the advance man for Stanley Kramer's "Not As A Stranger," was in town on behalf of the film with the word it will be seen here sometime in July. . . . Mrs. Margaret Bowman, mailing clerk, Clasa-Mohme exchange, was married here recently.

Kelly Air Force Base's main theatre has become one of the first show houses in the Air Force to be equipped with a new wide-screen for CinemaScope, Superscope, and VistaVision movies. Lieutenant Jerry Crossman, chief of the personnel services, announced that a wide angle screen 28 by 69 feet had been installed, along with new sound and projection lenses. Other theatres at various bases throughtout the country will also be so equipped. . . . Present plans call for Bob Hope to make a personal appearance in the city as well as other Texas cities, probably in May, in connection with his forthcoming Paramount motion picture, "Seven Little Foys."

Paramount's first western in VistaVision, "Run For Cover," was given its world premiere showing at the Paramount, Austin Tex., on April 5. . . . On April 12 the Paramount at Austin, Tex. was to be the scene of another premiere showing, this time Jack L. Warner's "Strange Lady in Town." Greer Garson, Dana Andrews, Pedro Gonzales-Gonzales, all of the cast, and Mervyn LeRoy were to attend the five city premiere showing. Miss Garson is scheduled to make a talk before the Texas legislature meeting in Austin, while LeRoy is scheduled for a talk at the University of Texas.

Construction work has started on the Apache Drive-In at Gonzales, Tex., with work already completed on the foundation for the concession stand. . . . The birth of a son has been announced by Jake Walker, Carthage Theatres, Carthage, Tex. . . . Mrs. Raymond Cornes, Cornes, Farmersville, Tex., has gone to Dallas, where she will undergo surgery. . . . Extensive improvements have been completed at the Ferguson, Hamlin, Tex., according to Mrs. B. S. Ferguson, including a new wide-screen and CinemaScope. . . . Don Fuller, Dollison Circuit, Amarillo, Tex., is regaining the use of his hand which was injured as the result of a hunting accident. He reported that an operation may be required to restore full use of the hand.

A number of improvements have been made at the Sparks, Cooper, Tex., operated by Henry Sparks, including the installation of a new wide-screen and CinemaScope. . . . Hollywood starlet Terry Moore and director Joe Pasternak were guests recently at the Houston Variety Club style show which raised $59,700 for the Variety Boys Club of Houston. R. J. O'Donnell, vice-president and general manager, Interstate Theatre Circuit, Dallas, assisted in the auction sale of the latest fashion in clothes. . . . Knox Riley has announced that he has installed CinemaScope at his Queen, Tenaha, Tex. . . . Fire destroyed the Star, Cleburne, Tex., and also nearly destroyed the town's business district prior to being brought under control.

Frank W. Nelson has announced that he has purchased the Ford Drive-In, McCamey, Tex., from H. Ford Taylor. Nelson operates the Grand and Circus Drive-In there. . . . Chuck Engle, Crystal, Ralls, Tex., has reported that the theatre has been equipped to show the new wide-screen processes. . . . The S. S. Jacobs Company, Jacksonville, has been awarded a contract for approximately $110,000 for building a distribution branch building for 20th-Fox at Houston, Tex. . . . Terry Moore, 20th-Fox Star, was scheduled to appear here in the Variety Club charity style show, "California Fashion Cavalcade."

A forgotten chain stretched across the Hi Nabor Drive-In, Houston, Tex., sheared Ernest Elmo Ward, manager, and his two daughters off a motor scooter. The younger child, Shari Lynn Ward, 6, was fatally injured. Ward placed the

chain at the entrance and exits to keep teen age vandals from damaging or taking car speakers He was on his way out of the drive in after checking the various facilities when his attention was caught by the barking of a dog. He and his daughters were swept off the scooter like a scythe.

Elmo Hooser has equipped his Brazos Drive-In, Seymour, Tex., for the showing of new wide-screen processes. . . . H. R. Poor was reopened the Lawn Drive-In, Tuscola, Tex., on a four day basis. The drive-in will operate Friday through Monday. . . . Jim Winter, manager, Crane, Crane, Tex., has announced that the house has been equipped for the showing of CinemaScope. . . . Construction is expected to get underway here within the next several weeks on a new 725 car capacity drive-in to be operated by Larado Theatres, Laredo, Tex. It will be equipped with CinemaScope and will feature a large concession stand and children's playground. The circuit operates five theatres and one drive-in there. Jack Hanna, outdoor advertising man, Interstate Theatre Circuit, here, is in the Nix Hospital with a fractured leg and broken shoulder received when struck by an automobile at Hondo, Tex.

Bill Leslie, who once ushered at the Majestic, returned, but not as an usher. He was there to sign autographs as one of the stars of the forthcoming "The Long Gray Line." . . . The Alameda, ace downtown Spanish language house, observed its sixth anniversary. . . . Bertha Siller has joined the staff of the Azteca Film Exchange as an office clerk. . . . Bob Lucchesse, manager, National, won first place in the Alamo Golf Association play at Brackenridge Park.

Mrs. T. J. Cherry has reopened the Star, Hedley, Tex., which has been closed for some time. . . . Ernesto Ramirez, 60, owner and operator, Roma, Roma, Tex., died there recently. The theatre will be operated by his wife and son. . . . Carmen Lopez, opperator, Encanto, Galveston, Tex., is currently showing Spanish language films at a hall at Port Arthur, Tex. . . . Cab Wolf, manager, Avalon, Clarksville, Tex., reported that CinemaScope has been installed. . . . The Iris, Fairfield, Tex., which was destroyed by fire, will be rebuilt through the efforts of local businessmen who felt the need of a theatre for the town. When the building is completed, Jerry Job will lease, equip, and operate it as a theatre.

Reports from exhibitors located in various sections of the state indicate a more optomistic viewpoint due principally to better prospects for good crops and good cattle pastures because of the widely scattered rains. South Texas exhibitors are overjoyed with the Rio Grande Valley's best citrus crop in years. . . . Frances Hardwick, manager, Star, Hereford, Tex., has announced the installation of CinemaScope equipment. . . . Leon Newman, co-owner, Corpus Drive-In, Corpus Christi, Tex., has installed a projector which he claims has the longest throw in the world. The total distance between the new wide-screen and the new projection booth is 645 feet. A special three foot lens supported on a tripod was built by Bausch and Lomb at a cost of $2,000.

Pat Murphee, city manager, Rowley United Theatres, Waxahachie, Tex., where they operate the Ellis Drive-In, has announced the installation of CinemaScope equipment. . . . George Raborn, a sports writer for The Waco News-Tribune, Waco, Tex., has the crown for being the world's champion movie goer. He has seen as many as seven different motion pictures in one day. Since 1932, he has seen 5,508 movies. He is single and doesn't own a television set. He has seen as many as 77 movies in one month and as many as 402 in one year. . . . George Assiter has announced that CinemaScope equipment has been installed in the Olworth Drive-In, Olney, Tex.

Sylvan K. Barry, manager, Fiesta Drive-In, returned from a motor trip to Mexico City and Acapulco. . . . Victor and Robert Fry, operators, Rose Garden Drive-In, Tyler, Tex., called the "Rose Capitol of the World," planted more than 500 bushes of roses around the drive-in last month which brings the total planted to 800 bushes. . . . Jerome Silver, operator, Uptown, Grand Prairie, Tex., has filed as a candidate for the city commission.

San Francisco

Mark Alling, manager, RKO Golden Gate, tied in with the Quaker Oats Company on "The Far Country" whereby the company supplied Yukon land deeds and gold dust pouches which were given away to children. They also took a co-op newspaper ad publicizing the give-away and the picture.

Seattle

Revelle Kniffin, 20th-Fox assistant district manager, was in from Los Angeles with his assistant, Herman Wobber. . . . Henry Haustein, Paramount branch manager, flew to Los Angeles for a day-long division meeting. . . . Sammy Siegel, Columbia exploiteer, is in Portland. . . . Walter Hoffman, Paramount publicist, visited Spokane, Wash., and parts of Oregon while working on the saturation campaign for "Conquest of Space."

All United Theatre Drive-Ins are now open and operating. . . . Allied Artists' "The Big Combo" has been set to open at the Colosseum on April 29. . . . Dorene Parker resigned from 20th-Fox where she was a bookkeeping machine operator. The vacancy has been filled by Bernadette McKown. . . . Molly Bergstrom, Selma, Republic, Wash., was on the Row, having returned from several weeks in Hawaii. . . . Ed Cruea, Allied Artists branch manager, and salesman Gordon Wallinger left to attend AA meetings in San Francisco. On the following day they attended a luncheon-meeting at the Fairmount Hotel for 200 exhibitors in the bay area.

Paramount Preview Club, in a recent election of officers, named Chuck Rosenmeyer as president and Walter Hoffman as vice-president. . . . Sam Storm, with headquarters here, is making a tour and survey of theatres that are suitable for high fidelity sound. . . . A. C. Brown, Paramount auditor, was visiting the local exchange and expects to stay for about three weeks. . . . Bing Fournier, B and B, Grayland, Wash., was on the Row and is making arrangements for the installation of CinemaScope which will start about May 8. . . . Also on the Row were A. G. Peechia, Eatonville, Wash.; John Kane, Tacoma, Wash.; and Mike Powers in for a 20th-Fox meeting from eastern Washington.

Douglas J. Forbes, veteran local theatreman, was appointed city manager last week by Will J. Conner, executive vice-president, Hamrick chain. He assumes most of the duties of the late Herbert B. Sobottka, who as vice-president was responsible for operation of Hamrick's theatres. Sobottka died in an automobile accident March 12. Forbes has been booking motion pictures for the circuit since 1942, a job he will continue in his new position. Starting as a personal secretary to John Hamrick himself back in 1928 after graduation from West Seattle High School, he has remained with the organization without interruption. Cass Smith, who has managed the Music Hall and Orpheum, was named to the position of assistant city manager. He left a managerical post in Detroit six years ago to join the Seattle Company. Smith will relieve Forbes of some of his booking duties. In other changes announced by Conner, Nick Furfaro will leave the Orpheum; Clint Wineholt will become manager, Music Hall, after having served in that capacity at the Liberty, Blue Mouse, and Music Box; and Will Hudson will come from Hamrick's Tacoma outlet to manage the Music Box and Blue Mouse.

Mrs. Henry Hagman sold her Alpine, Leavenworth, Wash., to Joe Matheson. . . . A screening of "A Man Called Peter" was held for the Seattle Council of Churches. Eddie Yarbough, 20th-Fox exploiteer, came up from San Francisco. . . . Cordon Wallinger, Allied Artists salesman, is in Spokane, Wash., on a sales trip.

Al Larpenteur, Northwest Releasing salesman, is in the eastern Washington territory. . . . Ted Lay, B. F. Shearer salesman, was over from Montana. . . . A new account at Saffle's Theatre Service is Fred Mercy Jr.'s Tower Drive-In, Union Gap, Wash. . . . Carol and Don Minden are parents of a baby girl. Mrs. Minden formerly worked at Republic and also 20th-Fox. . . . The Saturday children's matinee at Sterling's neighborhood houses, the Admiral, Granada, Beacon, Crest, Northgate, Gateway, and Bel-Vue, featured a St. Patrick's cartoon festival. . . . "Roy Roger's Own Movies" were shown at Frederick and Nelson to his fans. The complimentary movie was a half-hour color film record of his family life and hobbies and was narrated by himself. . . . The Garden installed CinemaScope. . . . Film Row visitors included Lois Toncheck, of N.R.C., who left for a vacation in Sun Valley, Idaho; Harry Wall, in from Lewiston; Ron Gamble, in from Centralia; and Bob Monohan, who was on the Row from his Grand Theatre, Bellingham.

NEWS OF THE Territory

Boston Crosstown

Samuel Rosen, executive vice-president, Stanley Warner Corporation, has been elected trustee of the Children's Cancer Research Foundation of Boston. The Foundation is sponsored by the famous "Jimmy" Fund.

Helen Deveau, for 15 years secretary to Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., has resigned to take an extended vacation. She has been replaced by Anne Ells, a former secretary on the functions department at the Hotel Somerset, who had been training with Helen before her departure. . . . Bill Sullivan, genial head of the buying and booking department, Main and New Hampshire Theatres, suffered a coronary thrombosis and is resting at St. Elizabeth's Hospital, Brighton, Mass., where he is expected to be confined for four weeks.

Irving "Mac" Farber, Regal Pictures Corporation, is confined to his home under doctors' orders to take a complete rest for several weeks. . . . Richard Rubin, who is designing and engineering E. M. Loew's newest drive-in, Hallandale, Fla., near the Gulf Stream Race Track, is spending much of his time between Boston and the Florida spot. The theatre will hold 700 cars when it is completed.

Herman Mintz, well known theatre attorney, and Mrs. Mintz have sailed for an extensive European trip to be gone until late in June. . . . Al and Irving Cohen, Ritz, Lewiston, Maine, were in the district where they signed a contract with Myer Rottenberg for his modern plaid dinnerware deal.

Theatre Candy Company has taken on the exclusive representation of My Selection Brand Pizza, Paterson, N. J., for distribution in the New England territory. According to Phil Lowe, Theatre Candy, the nine-inch pizza is the hottest food item in the drive-in refreshment stand today and is fast catching on throughout the country. Called the "family-size" pizza, it sells for 60 cents and has proved to be a good profit-margin item for drive-in owners. The New Jersey company supplies the crust and the filling and these ingredients are baked on the premises, thus insuring freshness and proper temperature. Smith Management Company first introduced this large pizza in New England after successfully testing it in their mid-western theatres. Phil Lowe reports that the following drive-ins in New England are now selling this item, Natick, Saugus, Medford, Seekonk, Bellingham and Sturbridge, all in Massachusetts; Plainville, East Windsor, Norwalk, Waterbury, and two theatres in Groton, all in Connecticut; and Johnston, Rhode Island.

For the campaign on "Living Desert," John Berry, manager, Gorman, Framingham, Mass., arranged with the local paper to run a series of six articles for six days plugging the wonders of nature represented in the film. He also had two excellent window displays of stuffed animals and stills and set up a contest among pupils of the high school science class, giving theatre passes as prizes. Over Station WKOX he arranged a series of "Animals I Have Known" contests with six albums of background music as prizes.

An anti-trust suit, claiming $1,500,000 in damages, has been filed in the District Court here by Kelmar Theatre Company, Harold Markell, owner and operator, Eliot, Cambridge, Mass. The plaintiff is claiming restraint of trade, monopoly, conspiracy, and improper runs, clearances and availabilities. The defendants are American Theatres Corporation, New England Theatres, Inc., Loew's Boston Theatres, RKO Theatres, Keith-Massachusetts Corporation, Paramount, Loew's, Inc., 20th-Fox Film Corporation, TCF Film Corporation, Warner Brothers, RKO, United Artists, U-I and Columbia. The suit was filed from the office of George S. Ryan and W. Bradley Ryan.

Lloyd M. Mills, manager, Smith Management Company's Cinema, Framingham, Mass., in the Shoppers World received a certificate of appreciation from the Framingham Artists Guild, presented by Orville Dennison, secretary, Framingham Chamber of Commerce. Mills organized the Artists Guild over a year ago to foster and create an interest in art locally. The Artists Guild is responsible for the weekly art displays in the lounge of the Cinema. While the Cinema does not operate as an art theatre, but rather on a high standard of domestic films, many patrons are drawn each week to the theatre to view the canvasses on exhibition.

When William T. Powell was called to the home office of Smith Management Company from his post as district manager, St. Louis, he was given the title of head of exploitation and advertising for the circuit. A native of Burlington, Vt., Bill has been with the circuit for many years following his service with Paramount-Publix here and Western Massachusetts in Pittsfield. He has placed Wilfred R. Tully at the Natick Drive-in for training under manager James Collins. He reports that Smith Management Company has taken over the management of the Starlight Drive-In, Croton-on-the-Hudson, N. Y., and has placed William Haggett as manager there. Haggett was formerly assistant at Smith's Route 3 Drive-In, Rutherford, N. J. When Powell left St. Louis, his post was given to Sidney Sayetta, who has also been given the Kansas City area district managership. Sayetta was the former manager, Smith's Airway Drive-In, St. Louis. Powell recently became a grandfather for the eighth time when his daughter, Mrs. Wilson Dougherty, gave birth to a son named Daniel Edward Dougherty in Springfield, Mass., where the baby's father is a dentist.

Irving Finn, manager, St. George, Framingham, Mass., staged a street float parade for the campaign on "Long Gray Line," tieing in with the Army. With a lobby display of exceptional attraction, both promotions caused public interest for the picture which helped business at the boxoffice. . . . When James Cagney was in for personal appearances plugging Paramount's "Run For Cover," he told the press that he is leaving shortly for the west coast to make "Lincoln McKeever," to be distributed by United Artists.

House Bill 718, petitioned by Joseph Wisniowski, Chicopee, asking for two operators in a projection booth when a film more than 16 millimeters and more than 10 inches in length is used for the continuous exhibition of motion pictures, has been reported adversely in committee and the House has accepted the committee's report. House Bill 1295 which would legalize March 17 as a state holiday passed the House but has been refused in the Senate for a third reading and is thrown out. A perennial bill, it will undoubtedly be brought up again in the next annual session. Should the bill be passed another year, it would benefit theatres, as holiday prices could be maintained through the day.

Because of the success of the first managerial contest conducted by New England Theatres, Inc., officials of the company have arranged for a second contest to run for 13 weeks. The top winners in the first managerial contest were Joseph Sadur, Olympia, Chelsea; James Davis, Paramount, Lynn; and Lawrence Burke, Capitol, Pittsfield. Cash prizes will again be offered to the winners in this second "Profit and Prestige" contest.

Republic's "The Eternal Sea" was screened for the press and a large number of invited guests aboard the carrier USS Tarawa, with Admiral Hoskins as the honored guest. Admiral Hoskins is portrayed in the film by Sterling Hayden. The Tarawa was taken out of drydock in Boston Harbor for the occasion, with the officers playing host to the guests, Later, at the Commissioned Officers Mess there

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Two models, left, recently distributed tabloid heralds on Columbia's "New Orleans Uncensored," E. M. Loew's, Hartford, Conn., at busy street corners, while George E. Landers, division manager, had several eye-appealing five-foot cutouts of Helene Stanton, featured in the film, placed beside poles as shown on the right.

was an informal reception with Rear Admiral Snackenberg, USN, and Herbert J. Yates, president, Republic, as co-hosts. Arrangements were in the capable hands of Jack Saef, New England Theatres, and Judson Parker, Republic branch manager, with the staff of the public relations department of the Navy. Steve Edwards, director of publicity and exploitation, Republic, represented Yates, who was unable to attend.

Eliminations announced by the Bureau of Sunday Censorship included, "Blackboard Jungle," parts 1 to 11 (Deletions: Eliminate dialogue, "Beautifully pregnant," in part 1; cut to flash scene showing Lois struggling with Joey in library, in part 3; eliminate dialogue, "Then you call him a nigger," in part 5; eliminate dialogue starting with "You know," to and including, "What you believe," in part 6; eliminate dialogue, "Why even a prostitute makes more money than we do," in part 10; eliminate word "Hell," in part 10). MGM. "Dial Red O," parts 1 to 7 (Deletions: eliminate dialogue, "Why you crummy, conniving little tramp," in part 3; cut to flash scene showing Roper beating Connie, in part 3). Allied Artists.

New Haven

Crosstown

Irving Hillman, manager, Roger Sherman, set a coloring contest with the Journal Courier to bally "Revenge of the Creature." . . . A Biddy Loop basketball benefit show was held at the Roger Sherman. . . . Henry Cohan, manager, Dixwell, received a long bit of publicity for "Bad Day at Black Rock" when he had Ernest Borgnine on the marquee of his theatre, playing up the neighborhood angle. Ernie spent many happy days at the Dixwell and his father still lives above five blocks from the theatre. Borgnine's relatives were Cohan's guests at the opening of the film at the Dixwell.

One of the best exploitation setups in the newspapers in months was that set by manager Irving Hillman, Roger Sherman, when a double truck of advertising pages was inserted in the Journal Courier with co-op advertisers and a list of spring hits coming to the Stanley Warner house in the celebration of the 28th anniversary. . . . The second annual Easter Bunny Party at the Paramount was held, featuring a stage show with TV talent, free comic books, prizes, and other angles.

Manager Morris Rosenthal and assistant Don Young, Loew's Poli, were working on angles for bally of "A Man Called Peter." . . . Paramount was the latest theatre to employ an automatic answering service for handling phone calls relative to film program, etc. . . . Harry Fishman, Fishman Theatres, returned from Florida.

Meadow Street

With the better weather, progress of the drive-ins which are being constructed will be speeded up. The freak snow storm held up the grading, etc., for a few days, but at the various locations, heavier equipment was being brought in. Screens and projection installations were also being set up in others and by May 1, there should be some opening of the new drive-ins. In Bridgeport, Conn., there is a possibility of a June opening for the Lockwood and Gordon outdoor theatre. Phil Cahill is reported to have started with grading, etc., in Clinton.

Stereophonic sound has been installed at the Poquonock Bridge and Waterford Drive-Ins. . . . Phil Gravitz, MGM branch manager, celebrated his 25th anniversary with the company by having a party for his employees after work. Phil started with the company in New York as office boy at the age of 17 and worked his way up the ladder to head of the local office, where he has been for the last five years. . . . Barney Pitkin, RKO branch manager, returned from Florida. . . . Harry Feinstein, Stanley Warner zone manager, returned from the southlands. . . . George Somma, New Haven branch manager, was to attend the Republic eastern sales meeting at the home office in New York. . . . E. M. Loew's, Hartford, ran a newspaper scrambled name contest to bally "Three for the Show."

MGM home office and field executives initiated the first of a series of promotion meetings with exhibitor groups to discuss publicity, advertising, and exploitation plans for "The Prodigal." MGM is encouraging exhibitor discussions in an endeavor to get advanced campaigns underway well ahead of opening dates. A campaign of extensive activity on local and national levels was detailed at a meeting called by Harry Shaw, division manager, Loew Poli Circuit, with Lou Brown, advertising and publicity manager, and area theatre managers attending. Oscar Doob, special MGM home office representative, and Arthur Canton, eastern press division head, spoke to the theatre men and explained what the company had in mind for the full realization of the potentialities in "The Prodigal."

Circuits

Loew Poli

Division manager Harry F. Shaw and Mrs. Shaw left on the Grace Line's Santa Barbara for a South American cruise. . . . Bill Brown, former manager, Bijou, was in Connecticut on free lance promotion arrangement for the three McGuire Sisters, at Lake Compounce. . . . Bob Carney, Loew's Poli, Waterbury, Conn., will have the Barbara Highland Dancing School revue on May 24. For "Revenge of the Creature" show at Waterbury Poli, Carney had a costumed monster driving around town in a new auto dealers' car.

Connecticut

Hartford

Drive-ins continue to hold the trade spotlight. One of Connecticut's most ambitious outdoor projects, a twin drive-in and shopping center, with cost estimated at over $500,000, was disclosed last week by Bob Schwartz and Mrs. Florence Musman, who operate the Lake Drive-In and Ville, Waterbury; Park, Thomaston; and Center Drive-In, Derby. The two executives announced plans to start construction of the theatre-shopping center venture in the summer of 1956, following completion of a nearby expressway. The 45-acre site was purchased from the Scovill Manufacturing Company, Waterbury, for a reported $60,000. Space for about 10 stores, including a giant supermarket and clothing shops, will be available for lease, according to Mrs. Musman.

Sperie Perakos, general manager, Perakos Theatre Associates, New Britain, Conn., is hoping for an early May opening of the company's second drive-in, the $200,000, 800-car capacity Southington Drive-In, being built by Ames Construction Company on a site approximately 14 miles south of here. . . . Tony Scavatto, manager, East Hartford Family Drive-In, South Windsor, Conn., has returned from an Arizona vacation. . . . The Bristol, Bristol, Conn., has followed the move by two other Jason Theatrical Enterprises' houses, the Gem, Willimantic, and Palace, Torrington, in resuming weekday matinees starting at 1:30. All three situations are first-run. . . . The Hamilton, Waterbury, Conn., has a new glassware giveaway.

For Filmakers' "Crashout," Ray McNamara, Allyn, distributed 10,000 heralds, and used a false front. Window displays were set up in several nearby empty store windows.

Manchester

Bernie Menschell, president, Community Amusement Corporation and Manchester Drive-In Theatre Corporation, Hartford, and Mrs. Menschell mailed out

a novel announcement card on birth of their second child, Steven Ira.

Newington

First double CinemaScope bill to play an area drive-in was booked into the Pike Drive-In by Paul W. Amadeo, general manager, Turnpike Theatre Corporation. The theatre played "Track of the Cat" and "Sitting Bull," with Amadeo advertising, "See 'em on the Pike's Giant Screen—See the Difference!"

Waterbury

Robert Schwartz and associates last week announced the purchase of 45 acres of land for the construction of a twin drive-in theatre and a shopping center. The twin drive-in will have a capacity of 1,000 cars on one side of the screen and 800 on the other. Schwartz, who operates four theatres in the area, will operate the drive-in and rent out the stores in the center.

Avery Lamphier announced last week the abandonment of plans to continue construction of a drive-in theatre on the Litchfield Road, "because of so much public unrest and to avoid another battle." A recent appeal of an injunction against the theatre was given an unfavorable decision by the Supreme Court of Errors. Meanwhile, police announced the receipt of a petition protesting the application of Fred Quartrane to build a drive-in on the north side of Frost Bridge Road. Reason given for the protest was the traffic situation that would be caused on Frost Bridge Road.

Wethersfield

Roy Wilcox has assumed managership of the Lockwood and Gordon Webb Playhouse, with Bill Daugherty moving to the East Windsor Drive-In, East Windsor Hill, Conn., for the season.

Maine

Portland

The Strand ran a contest to chose a glamor girl to participate in the national contest for "Miss Exquisite Form." Applications were given out at the Strand and a local department store while "Vera Cruz" showed for a seven day run at the Strand.

A local woman was the winner of a contest run by Miss Ellie Jenkins, manager, Civic, in conjunction with "Six Bridges to Cross." The winner received an overnight trip to Boston to meet the stars of the film. . . . The Civic also sponsored a contest with a local store in connection with the showing of the film "This Is Paris." The first prize was a French poodle and runners-up received theatre passes.

A local market cooperated with the Civic and Universal-International in staging a contest in connection with "Captain Lightfoot." Two Kerry Blue terriers were awarded the winners of the contest in which participants composed rhymes.

The local newspaper sponsored a George Washington coloring contest for junior editors in connection with the showing of "Long John Silver" at the



Chief Ben American Horse, cousin of Chief Crazy Horse, and his granddaughter, Princess Darleen Rook, who are touring key cities on behalf of the advance promotion of U-I's "Chief Crazy Horse," are seen in Bridgeport, Conn., recently with Alex Schimel, U-I's New Haven branch manager, and Harry Rose, manager, Loew's Majestic, Bridgeport.

State. Three rare books, autographed by Rodney Taylor, were top prizes with other awards including "Long John Silver" wallets, guns and holsters, T-shirts and coloring books. Sixty boys and girls received press cards to the State for four Saturdays.

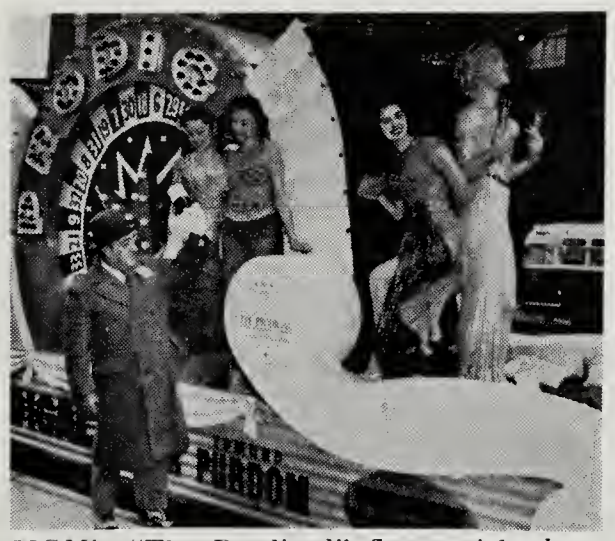
Roy Taylor, who has been in the United States eight weeks, was in recently meeting members of the press and appearing on radio and television. Taylor was in town in connection with the showing of "Long John Silver."

The Navy staged a balloon drop over Portland as a promotion scheme with the showing of "The Bridges At Toko-Ri" at the State. In 50 of the 1,000 balloons were free tickets to the film and one held a $25 U. S. Defense Savings Bond. The Navy sent a helicopter over the city 30 minutes before the arrival of the balloon plane. Manager Ralph Tully presented a special edition of the novel to the commanding captain. A special lobby display of Navy equipment added to the promotion scheme.

New Hampshire

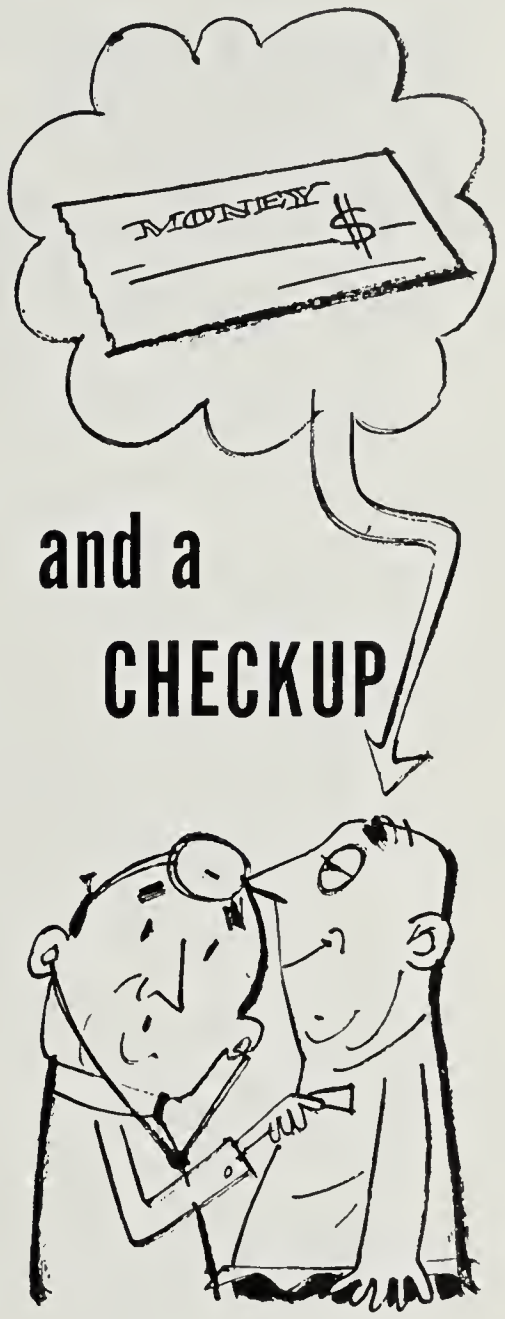
Concord

The New Hampshire House of Representatives has passed a bill to require a



MGM's "The Prodigal" float, with three starlets from the picture who came on for this particular purpose was seen recently in Hartford, where Mayor Domonic DeLucco christened the mobile Wheel of Fortune with a bottle of champagne. The motor float is on a cross country tour to publicize the film.

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Quantity	Items desired	Unit cost	Total
	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$.60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
	BOXOFFICE STATEMENTS:		
	. . . Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad	.25	
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	PROGRAM AND RUNNING TIME SCHEDULES:		
	. . . For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad	.25	
	BOOKKEEPING SYSTEM—Book:		
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	SERVICE MANUALS FOR TRAINING:		
	. . . Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each	.10	
	TOTAL REMITTANCE to cover this ORDER→		

Direct ORDER to: MOTION PICTURE EXHIBITOR, 246-48 N. CLARION ST., PHILADELPHIA 7, PENNA. CASH, CHECK or MONEY ORDER in the proper amount, should accompany all orders

Theatre Name

Shipping Address



Marietta Canty, Hartford, Conn., actress, who has a featured role in 20th-Fox's "A Man Called Peter," is seen after attending a special morning screening of the film at Loew's Poli, Hartford, Conn., recently.

state permit for the construction of drive-ins bordering on the public highway. The permit must be obtained from the Commissioner of Public Works.

The Weirs

A new hotel being built here by Louis Cushing, Nashua, N. H., features a room on the fifth floor, the top story, for projecting motion pictures.

Rhode Island

Providence

After a lengthy legislative discussion, a bill authorizing firemen, assigned to motion picture theatres and other places of amusement, to exercise full police powers, was passed by both houses of the Rhode Island assembly and signed by Governor Dennis J. Roberts. The enactment now provides that firemen have the same privileges in quelling disturbances and making arrests as policemen, thus affording places of entertainment double protection at all times. . . . In its efforts to place the Metropolitan in the forefront of local downtown houses, the management recently made arrangements with a nearby parking lot to handle cars of their patrons for a 10 cent fee. This is by far the lowest rate available in the downtown area and is drawing increasing numbers of patrons to the Met.

E. M. Loew's Drive-In, Providence-Pawtucket city-line, was the last of the local or surrounding open-airers to inaugurate the 1955 season. . . . The RKO Albee recently came up with a bargain Saturday night show. Dave Levin presented a special midnight Science-Fiction Shock Show in addition to the regular-programmed "Underwater." Patrons who attended the late Saturday night performance were invited to stay and see "It Came From Outer Space" and "Invaders from Mars" at no extra charge.

The Westminster Playhouse was the site of the state premiere of "Beauties of the Night." . . . In response to requests from patrons, the Avon Cinema, which specializes in presenting attractions which receive the most votes from their followers, brought back Greta Garbo in "Camille."

NEWS OF THE Territory

New York City

Crosstown

Shirley Auerbach was married to Harold Rosenberg, booker, Warners Boston exchange, in Mount Vernon, New York. Al Rosenberg, father of the groom, is a Warners home office executive.

Variety Club of New York, Tent 35, announced the appointment of four committee chairmen for the coming year. The appointments, announced by Chief Barker William J. German, are: Jack Rosenfeld, welfare committee; Max Wolff, membership; William Westphal, finance; and Albert G. Gorson, community relations.

April Theatres have taken over the Millerton, Millerton, N. Y.; Pine Plains, Pine Plains, N. Y.; and Starr, Rheinbeck, N. Y. Buying and booking is by Ligget-Florin. . . . Wadsworth Theatre, Inc., is the new operator, Heights, here. . . . Essex Theatre Corporation is the new operator, Essex, Newark, N. J. . . . The State, Middletown, N. J., is now being operated by Midmill, Inc. Buying and booking is by Brandt.

United Artists executives William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Francis M. Winikus, national director of advertising, publicity, and exploitation; Milton E. Cohen, eastern and southern division manager; Fred Meyers, New York metropolitan district manager; Joseph Sugar, New York branch manager; J. K. Chapman, supervisor, branch operations; John Hughes, eastern and southern contract manager; and Herb Wappaus, circuit contract manager, returned to the home office after attending a sales meeting in Chicago.

Sam Isreal, publicity director, U-I studios, arrived for a series of meetings with Charles Simonelli, eastern advertising and publicity department manager, and Philip Gerard, eastern publicity manager, on advance planning on "The Strike" and "To Hell And Back."



Si Fabian, president, Stanley Warner Theatres, recently addressed Newark, N. J., zone managers at a meeting to kick off Spring Movie Festival. Also seen on the dais are Sam Rosen, executive vice-president; W. Stewart McDonald, vice-president; Harry Goldberg, national advertising director; and Arthur Rosen, Cinerama executive. Seen in the foregrounnd are Edgar Goth, Newark zone ad manager; Louis Dennis, contact department manager; and John McKenna, film buyer.

Mr. and Mrs. Darryl F. Zanuck returned from Europe via TWA. Zanuck has been in Europe conferring on European productions in CinemaScope. . . . Funeral services were conducted at Park West Chapel for Irving Sherman, 43, who had been associated with Columbia and its subsidiary, Columbia Pictures International, for 26 years. Sherman had served in various posts in Columbia's sales department, as assistant manager of exchange operations, the director of personnel, and most recently as an executive of Columbia International. He is survived by his wife, two sons, two brothers, and a sister. Internment was in Cedar Park Cemetery in New Jersey

Emery Austin, MGM exploitation head, returned from Oklahoma City. . . . Earl Wingart, 20th-Fox merchandising manager, returned following a business trip to the west coast. . . . Marion Gombins, Transfilm, was married to Michael Urdang, Clary Business Machines, in Forest Hills, N. Y., and they are honeymooning in Florida.

R. A. Colistra, comptroller, Westrex Corporation, left by plane for South America and Cuba. He will return about May 11. . . . William Satori, Allied Artists International Corporation executive, left for Europe for a tour of AA distribution offices. . . . C. Hambas has been appointed to the post of assistant chief accountant, Allied Artists. Robert Devine has moved up into Hambas' former spot as head of the accounting department, Allied Artists International Corporation. . . . William B. Zoellner, MGM short subject and newsreel sales head, returned from a seven exchange visit.

In a good will building gesture Joe Kennedy, manager, Bellaire, Bellaire, L. I., held three early Saturday morning shows for the Little Leaguers Baseball Organization of Bellaire, Hollis and Queens Village. The theatre supplied the projectionists and staff and film show, while the Little Leaguers printed their own admission tickets and sold them with all proceeds going toward their baseball fund. Favorable word-of-mouth not only made the shows a success but reflected in the theatre's favor.

Joseph Kaufman, producer, DCA's "Long John Silver," arrived for a series of interviews prior to the film's opening at the Mayfair. . . . Lew Fields, MGM's art department, returned from a Miami, Fla., vacation.

William H. Clark, treasurer, RKO, and Mrs. Clark returned from a vacation motor trip to Florida.

New Jersey

Newark

The application of time-tested and proved showmanship ideas and methods to increase attendance was the keynote of talks delivered by Stanley Warner heads at a recent meeting of the Newark zone to kick-off the circuit's three months Spring Movie Festival. Among those present were Simon H. Fabian, president; Sam Rosen, executive vice-president; W. Stewart McDonald, vice-president; Ben Wirth, in charge of real estate; Carl Siegel, in charge of concessions; Harry Goldberg, advertising director; and Arthur Rosen, assistant to Nat Lapkin, Cinerama. Charles A. Smakwitz, zone manager, presided at



Present at the recent Broadway premiere of 20th-Fox's "A Man Called Peter," Roxy, New York City, were left to right, Charles Einfeld, vice-president, 20th-Fox; Lady Malcolm Douglas Hamilton; and Lord Hamilton, co-chairman, The Highland Fund of North America, which shared in the proceeds with the Caledonian Hospital; Mrs. Richard Todd; Richard Todd, star of the picture; Mrs. Spyros P. Skouras; Spyros P. Skouras, president, 20th-Fox; Mrs. Catherine Marshall, author of the book upon which the film was based, and widow of Peter Marshall; and son Peter J. Marshall; and William Moclair, executive director, Roxy; and W. C. Gehring, executive assistant general sales manager, 20th-Fox; and the Scotch bagpipers who marched in a parade to the theatre and serenaded the crowds outside.



This Girl Scout exhibit arranged recently by members of a troop under supervision of their leader, was in the lobby of the SW Warner, Ridgewood, N. J. Frank Costa, manager, arranged special programs during Scout Week.

the meeting attended by managers of 35 theatres in the zone, which embraces northern New Jersey and the metropolitan area. His staff outlined campaign plans, the prize award set-up, discussed product, and presented an analysis of attendance, concessions, and expenses. Department heads who spoke were Edgar Goth, director of advertising and publicity; John McKenna, film buyer; Louis E. Dennis, supervisor of the contract and auditing department; and district managers Anthony Williams, Harold Widenhorn, and Joseph Lefkowitz. Other zone office department heads present were George Isenberg, real estate; John Damis, maintanance; Charles Piltz, sound; Arnold Michaelson and William Clark, bookers; assistant contact manager Neil Coogan; and Lee Drexler, purchasing agent. Managers attending were Sam Roth, Bernie Silverman, William Beattie, Ray Holly, Ed Molteni, Diane Gordon and Louis Rossi. Also attending were Thomas Arrants, N. Kessler, Adolph Finkelstein, John Stanek, George Birkner, Tom Black, Bob Phillips, Morton Bratter, George Kemp, C. Lee, D. Ballantine, Ed Kane, Larry Albanese, R. Josephs, Clem Murphy, John Matthews, Morris Blacker, M. Brenner, M. Shore, H. Garofalo, F. DeAngelis, Julius Daniels, Jack Conhaim, William Kirby, Al Barilla, M. Demesak, F. Costa, J. Barrett, and J. Leibowitz.

New York State

Albany

Enjoying the fine food and the political witticisms at the annual dinner-show of the Legislative Correspondents' Association in Sheraton-Ten Eyck Hotel were a distinguished company of 400, including Charles A. Smakwitz, Stanley Warner zone manager in Newark, and Senator Fred L. Moritt, Brooklyn, general counsel, MacDonald Pictures. Smakwitz, former Stanley Warner zone manager in Albany, and Moritt, member of the Legislature 18 years, are yearly attendees at the $50-a-plate affair. Governor Averell Harriman; Mayor Robert F. Wagner, Jr., New York; and Mayor Erastus Corning, Albany, were among those present.

A new soundproof nursery is one of the features advertised by Alan V. Iselin for Auto-Vision, East Greenbush, N. Y. A completely new, specially designed CinemaScope screen and rebuilt new refreshment pavilion with fast cafeteria-style service



The first 100 patrons attending the recent opening of U-I's "Man Without a Star," Victoria, New York City, were given copies of the Bantan book written by Dee Linford by John Cusack, managing director of the theatre.

are among other attractions. A fire, believed to have been caused by a short circuit, destroyed a snack bar at the pioneer automobile theatre a week before the 1955 reopening. New equipment was also badly damaged.

George I. Tetrault, for many years operator, Grand, Watervliet, N. Y., died suddenly in St. Mary's Hospital, Troy, N. Y., after being taken ill at his home. Deceased operated the Grand and Tetrault's Garage for many years. Around 1940 he entered the employ of American Locomotive Company, from whose Schenectady plant he retired in early 1954. A Requiem Mass was celebrated in St. Patrick's Church, burial in the parish cemetery following. Survivors are his wife, four daughters, five sons, and two brothers.

Beauxart Films, Inc., has been authorized to conduct a motion picture and television business in New York, in care of Gastin Hakim. Capital stock is 200 shares, no par. Attorney is Lawrence E. Brinn. . . . Clinton International Corporation has been empowered to conduct a motion pictures business in New York. Capital stock is 200 shares no par. Attorney is Sydney A. Mayers.

Maggie Sullivan Films, Inc., has been formed to conduct business in New York. Capital stock is 200 shares, no par value.



A sneak preview of U-I's "This Island Earth" was held recently at the RKO 86th Street, New York City, and among those present were Max Fellerman, center, executive, City Investing Corporation, which operates the Astor and Victoria; Charles J. Feldman, left, vice-president and general sales manager, U-I; and, right, Ray Moon, U-I assistant general sales manager.

Court Considers New Tax Question

ALBANY — The Court of Appeals, which received a supplemental brief filed by New York City and which expected another from metropolitan exhibitors covering the effect of the recently-enacted "legislative intent" bill was to announce a decision around April 11. The exhibitors were given additional time in which to record an answering brief concerning breakage collection of the amusement tax.

The city's document, prepared by corporation counsel Peter Campbell Brown, after discussing the "legislative intent" and retroactive features of the measure, declared that "Retroactive curative legislation is valid so long as it does not violate constitutional rights. The conclusions reached with respect to curative legislation generally apply also to curative tax legislation.

"Retroactive tax legislation is valid unless it reaches so far into the past as to constitute a deprivation of property without due process of law.

"The plaintiffs may argue," stated the brief, "that distinctions may be drawn because the tax we are here dealing with involves the collection of the tax by theatres from patrons. Such distinction might have merit if the plaintiffs had not collected the tax from their patrons. In fact, however, the plaintiffs have collected the tax from patrons in accordance with the local tax law. They were required to do this by every court order issued in this case except that of the Appellate Division, and the Apellate Division refused to grant the plaintiffs the injunctive relief which they sought. Thus the plaintiffs do not have the slightest basis for claiming deprivation of property without due process of law. All they were required to do is to pay over tax moneys which they have already actually collected from their patrons."

Finally, the brief asserted that "the enactment of the amendment and the arguments advanced in this brief obviously are not to be deemed as an admission that in the absence of the amendment, the local tax law or its 'breakage' provision would be invalid. The amendment to the enabling act was sought by New York City and other municipal corporations to insure against any possibility that their fiscal condition would be upset by an adverse decision. Its enactment, however, does not indicate any recognition of the law of power to do what has been done in the past with regard to fractions of a cent. It is our view that this court may reverse on the basis of the arguments originally advanced or on the basis of the new amendment or both."

Attorneys are Adler and Schwartz. . . . The Monroe Stories, Inc., has been authorized to carry on a motion picture and television business in New York. Capital stock is 200 shares, no par value. Attorneys are Goldstein, Golenbock, and Barell.

A spring snowstorm that equaled any of the past winter, with a fall as high as 20 inches and drifts piling 15 feet, blocked city streets and country highways in many

parts of western and central New York and affected theatre business. At least one area drive-in, Harry Lamont's Riverview, Rotterdam, N. Y., was so hard hit that it suspended operations until the following weekend. Lamont not only placed Riverview Drive-In on weekend operation, but also delayed for at least a week opening Sunset Drive-In, Kingston.

The Senate defeated, before adjourning, the Noonan motion picture license charges bill, which the Assembly had unanimously approved March 17. Vote in the Upper House was 34-16, party lines being split. Senator Greenberg asserted that enactment would cost the state an estimated $262,000 in revenue. Senator O'Connor conceded the bill would decrease the amount, but declared there would still be "100 per cent" profit on the operation of licensing by State Education Department's motion picture division. He pointed out that, in establishing film censorship in 1922, the intent was to make the administering agency self sustaining, not profit-producing. Senators Greenberg and Moritt criticized the cloudy language of the act. They believed it would substantially increase revenue, whereas it sharply decreased it by a change of the basis on which print fees were levied. Senator Greenberg intimated that the bill's genesis was in Hollywood, where the major producers would be the principal beneficiaries. Putting "duty to the state and the public above personal interest," Senator Morritt voted against the measure, despite the fact its enactment would save several thousand dollars to a film company of which he is counsel.



This lobby display recently greeted patrons at Walter Reade's Mayfair, Asbury Park, N. J. It was advance promotion on Buena Vista's "20,000 Leagues Under The Sea" created from National Screen Service standee and some borrowed nets, diving costume, etc., by city manager John Balmer.



Phyllis Kirk, star, United Artists' "Canyon Crossroads," recently brightened the day for young polio sufferers undergoing treatment by the Sister Elizabeth Kenny Foundation at the Jersey City, N. J., Medical Center. Her appearance was in connection with a fund-raising drive being sponsored by the Foundation.

Buffalo

Jack Mundstuk, manager, MGM exchange, has received acceptances from a number of executives of the Premiere Operating Corporation, which owns a circuit of theatres across the border in Canada, signifying that they intend to be in for the big MGM Ticket Selling Workshop on April 18 in the Hotel Statler. In the Premiere delegation will be D. Exler, circuit supervisor; A. Davidson, publicity department; D. Kinlock, Hollywood, Toronto; M. Bloom, Capitol, New Toronto; L. Allen, Willow, Willowdale; S. Burton, Strand, Port Colborne; S. Smart, Capitol, Port Hope; E. Pooley, Park, Cobourg; and G. Fluker, Capitol, Paris.

William Graham, for several years office manager, 20th-Fox exchange, has taken on a similar post in the Boston office of the same company. In addition to office work, Graham had also been covering the Syracuse district as a salesman. That area now will be covered by William Gehring, Jr., son of William C. Gehring, executive assistant general sales manager in the home office, who, by the way, at one time was a salesman in the local exchange.

20th-Fox is losing a good assistant shipper, but the Yankees baseball outfit may be getting a future star player. He is Arthur Buczkowski, who is resigning his post and is going to the Yanks camp in Hattisburg, Miss., to start training with other rookies. Art is 18 years old and is a catcher. . . . Harold Hughes, who has been associated with several distributing offices in past years, and who more recently has been booking and buying for the Silver Lake Drive-In, Perry, N. Y., has been named manager, Colonial, a community house in the Gammel Circuit.

Rochester's Bausch and Lomb Optical Company won a special Academy Award for developing the lenses which made CinemaScope possible, as well as other scientific contributions. Carl S. Hallauer, B and L president, in Hollywood for the occasion, accepted the award. It was the second time in three years that technical contributions of a Rochester firm won an Academy Award. The Eastman Kodak company was the recipient in 1953 for advances in color film.

The Buffalo Variety Club's testimonial dinner in honor of Dave Miller, who has retired after being prominently identified with the distribution end of the industry for some 35 years, will be staged April 18 in the Empire Room of the Statler. Myron Gross, Co-Operative Theatres, and William Dipson, Dipson Theatres, have been named co-chairmen. The following have been appointed vice-chairmen, Ed DeBarry, manager, Paramount exchange; George H. Mackenna, Basil's Lafayette; Murray Whiteman, past chief barker; Arthur Krolick, UPT district manager, and Bert Ryde, business agent, projectionists union.

Mrs. Lydia Behling and husband, Albert C., who operate the Ellen Terry, are celebrating the beginning of their 45th year in Buffalo motion picture exhibition. They took over the Ellen Terry 28 years ago. On Sunday mornings, the Ellen Terry is a church, for masses for Coronation of the Blessed Virgin parish.

Mayor Steven Pankow has appointed Stanley Kozanowski, manager, Rivoli, as chairman of the city's Motion Picture Operators' Examining Board. Others named are Acting Fire Commissioner William M. Daly; Vincent R. McFaul, general manager, Shea Circuit, Buffalo and Niagara Falls; Joseph Warda, manager, Lancaster, Lancaster, N. Y.; Raymond J. Fahey, Seneca projectionist; Florian J. Jerozal; Elmer C. Winegar; Max Rosing, Roosevelt; and George H. Meckenna, manager, Basil's Lafayette. There are 163 licensed operators in Buffalo. New applicants who qualify pay $5 for the first year and $2 annually thereafter for renewals. The license is good anywhere in the state. Deadline for filing applications is May 10. The applications may be obtained in the license directors office in City Hall.

Manager Ed Miller is about to present another one night stage show at the Buffalo Paramount. On April 30, there will be two reserved-seat performances put on by a group of popular stars, including Nat "King" Cole, The Drifters, LaVern Baker, Leo DeLyon and Erskine Hawkins and his orchestra. . . . Jack Mundstuk, MGM Buffalo branch manager, attended a meeting of branch and district managers of the eastern territory under John P. Byrne's supervision in the Astor Hotel, New York.

Jack Chinell, manager, RKO branch, was in New York for a sales meeting in the Warwick Hotel, with Walter Branson, RKO world-wide sales manager, presiding. . . . The CARE-ANTA Benefit Album, presented in a closed-circuit telecast in the Center, was poorly patronized. The telecast was locally sponsored by the Junior Chamber of Commerce and a local CARE committee, which organizations leased the theatre for the occasion. The reserved seat ticket sale, with prices running up to $7, was a small one. Said Ardis Smith in The Buffalo Evening News, "There were more folks involved in proceedings on the big screen than looked and listened here."

Richard T. Kemper, zone manager, Dipson Theatres, was resplendent in his all white Buffalo Bill costume at the annual Spring Saints and Sinners joyfest in the Buffalo Statler. . . . Sidney S. Kulick, Bell Film Exchange, New York, was in setting up dates on "Four Ways Out" and "Princess Cinderella." While in town, Sid visited with Arthur Krolick, UPT district manager, and Myron Gross, Buffalo Co-Operative Theatres.

Ralph Iannuzzi, eastern district manager, Warners, was in the other day for conferences with branch manager Nat Marcus and visits with managers. By the way, Nat's son, William, who was making a name for himself as a reporter on The Buffalo Courier-Express before he went into the service, was expected home for the Easter holidays.

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	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
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EYEING THE Exchanges

UA — Branch manager Joe Sugar and district manager Fred Meyers were in Chicago for a sales meeting. . . . The parents of biller Janet Moses are vacationing in Florida. . . . Hilda Frishman, assistant cashier, is back at work after a battle with the virus. . . . Booker Sophie Bochilo is to be married June 14. . . . Booker's secretary Vana de Palman is to marry on October 17. Vance Smith is the lucky fellow.

RKO — The inspectresses of the RKO film department moved into their new home at Bonded. . . . Switchboard operator June Jacobson is to be married on April 24. . . . An enjoyable time was had by Phil Heydeck at the Academy Award ceremonies.

AA — A wedding anniversary for booker Hank Feinstein was marked. . . . Etta Segall, head booker, moved into her new Newark, N. J., apartment. . . . Johnny Shields' impressive wardrobe is gaining him wide notoriety at the office. . . . The AA gang is getting ready for the '55 baseball pool. . . . A new Pontiac for Jack Farkas, branch manager, was being admired.

COLUMBIA — The office held a celebration in honor of salesman Moe Fraum's 25th year at Columbia. He was presented with a gold watch as a token of appreciation. . . . Bert Swartz was inducted into the Marines. . . . Francis Taylor went to Beacon, N. Y., for the weekend.

RAMBLIN' 'ROUND—Sylvia Hiller, former switchboard operator, Republic, is expecting a child in the very near future. . . . Assistant cashier Agnes McLaughlin, Warners, was hospitalized. . . . The boy friend of clerk Millie Lawrence, U-I, presented her with a cocktail ring. . . . Judy Infeld is new relief switchboard operator at Bonded. . . . Business Education's Jerry Schpiro is beaming with pride at his daughter Wendy's success in her school production of "Peter Pan." . . . U-I has a new clerk-typist named Gloria Gonzaga. . . . Condolences to UA's Max Youngstein and Arnold Jordan, formerly of Warners, upon the death of their fathers. . . . Benny Wray, Film Delivery Service, was vacationing in Florida. . . . Phil Levine's daughter, Andrea, recently celebrated her second birthday. . . . Industry pioneer Fred Levy has passed away. . . . Ben Levine discloses that the Century Club has gotten their bicycles out of hock and are in the process of scraping off the rust in preparation for the cycling season. . . . Brandt buyer Lou Wolf is back from a three week Florida vacation. . . . Sydney Kulick, Bell, went to New Haven to see Larry Lapidus, Stanley Warner Theatres. The Kulicks are looking forward to a visit from their son, Lieutenant Richard Kulick. . . . Columbia night examiner Phil Schroeder is back to work after a long illness. . . . The Allied Artists office purchased tickets to the booker's theatre party and distributed them free of charge to the AA bookers.

NEWS OF THE Territory

Philadelphia

Crosstown

Bill Kanefsky, manager, Studio, adds a personal touch for his foreign film patrons. When a new foreign language film is shown at the theatre he learns how to greet the natives in their mother tongues. He has already mastered German, Russian, Swedish, Italian, Hebrew and French. When it came to the current prize-winning Japanese film, "Gate of Hell" it became a problem. He found out there was no phrase for a general greeting, it all depended on the time of the day. So, if a Japanese enters the theatre in the morning he will be greeted by Bill with "Ohio!" In the afternoon it's "Kon nichi wa!" and for the evening patrons Bill booms forth with a genial "Kom ban wa!"

Vine Street

Charles Beilan, branch manager, Warners, reports that results in the recent Brotherhood Week drive were disappointing due to the fact that all the various charity drives came at practically the same time. Stanley Warner Theatres collected $1,182.36, with the total so far for all theatres $1,813.88.

It was happy birthday for James P. Clark, head, Highway Express, and assistant to Democratic City Chairman William Green, and the event was celebrated with a party at his New Hope, Pa., home.

Charlen Zagrans, RKO branch manager, attended a company sales meeting at the Hotel Warwick, New York City.

UA publicist Max Miller is on a diet and hopes to work off even more poundage while in Washington, D. C., working on "Marty" and "The Purple Plain."

Irving Blumberg, now Warner publicist here and in Washington, D. C., was getting acclimated with his new post. George Fishman remains as Washington, D. C., public relations contact.

District of Columbia

Washington

U-I—Joseph Gins, division manager, visited the local exchange on routine business. . . . Joe Duben, U-I studio, was a visitor last week on business. . . . Nate Shore, booker, and wife are celebrating their first wedding anniversary. . . . Gabriel Malanfonte, assistant manager, branch operations, was in the exchange on business.

DISTRICT THEATRES — Rufus Byars, public relations, and sister Fannie Robertson were on their way to Texas for vacation. . . . Lucille Brown's mother is ill in Colonial Beach, Va. . . . Robert Friedman, vice-president, died last week. . . . Seymour Hoffman, division manager, stopped in the home office on routine business. . . . Arrangements have been made for a special screening for members of the clergy to see "Man Called Peter" at the Republic.



William Goldman, right, head, Goldman Theatres, Philadelphia, recently appointed civilian chairman, Armed Forces Week Committee, points out the mysteries of the man from outer space at a meeting of the committee in the Mayor's reception room in City Hall. The week-long celebration will be climaxed by a giant parade on May 21.

SANDY FILMS—Jerry Sandy, salesman, is working Eastern Shore. . . . Exchange is happy over staying power of "An Inspector Called" holding over at the MacArthur. . . . "Bells of St. Trinian" has been booked at the Cinema, Baltimore, Md.

WARNERS — Dorothy Rose, booker's clerk, is the new girl. . . . Sadie Bowles is excited over going on her vacation. She is flying to Bermuda, where she will spend a week at the Elbow Beach Hotel.

George Nathan, NSS salesman, is recuperating at home after being hospitalized.

PARAMOUNT—The exchange is buzzing over the announcement by Jane Harrell, booker, and George Kelly, salesman, regarding their wedding plans in June. . . . Jane Manuel, booker's clerk, has moved to her new apartment. . . . Ellen Rabrecht, ledger clerk, was excited over moving into a new house.

ALLIED ARTISTS—Harold Levy's son Willard has been hospitalized. . . . Margie Mogel and husband are celebrating their second wedding anniversary. . . . Gene Winebrenner's daughter Dolly has the chicken pox.

REPUBLIC—Pat Palmer, contract clerk, is spending the weekend in New Jersey visiting friends and family. . . . Trudy Durgin, secretary to branch manager, is spending a few days visiting her family in New Jersey. . . . Rose Johnson, biller, misses her husband who is in California on a business trip. . . . Catherine Sitzer and husband are the proud parents of a baby boy. . . . Judy Cohen has resigned to await the arrival of her baby.

RKO—Joseph Breechen, branch manager, was in Baltimore, Md., on routine business. . . . Robert Folliard and Joseph Breechen will attend the eastern division sales conference in New York. . . . Frieda Burman, booker's stenographer, is still confined in George Washington Hospital.

STANLEY WARNER—Brenda Hitchcock, New Hampshire's Cherry Blossom Princess, who has a featured role in the

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second Cinerama production, "Cinerama Holiday," held a theatre party for other Cherry Blossom Princesses and members of the New Hampshire State Society, during a evening performance at the Warner. . . . E. E. Vivian, Ambassador, who suffered a broken arm, returned to work. . . . Mrs. Delores Allen was the third prize winner of the "Cinerama Holiday" national contest. Mrs. Allen won a Jacques Fath suit. . . . Alice



Gene Tunick, UA Philadelphia branch manager, center, is seen with Leon Serin, left, film buyer and city manager, AB-Paramount's Philadelphia theatres, and Jay Wren, buyer and general manager, Viking and Locust, Philadelphia.

Turner, Metropolitan, is sporting a lovely tan after spending 10 days in Puerto Rico, where she visited Major and Mrs. Lester Archer. . . . Claude Land, manager, Silver, is recuperating at John Hopkins University Hospital, Baltimore, Md., where he underwent major surgery. . . . Marjorie Bilbrey, Cinerama, is mourning her father-in-law.

LOEW'S THEATRES — Orville Crouch, eastern district manager, was named general chairman, 1955 National Cherry Blossom Festival Committee. . . . Joel Margolis, managing director, Capitol, was made chairman, pageant and music committee. Margolis named the following local theatre men as vice-chairmen, George Crouch, division manager, Warners; Frank LaFalce, advertising and publicity director, Warners; Jerome Baker, managing director, RKO Keith's. Margolis and committee turned in a job well done staging the pageant and shows which were presented at the Thomas Jefferson Memorial during the Festival. . . . Fred Erling, assistant manager, Capitol; John Smithson, publicity, Capitol; Harold Smithson, assistant manager, Palace; and Charles Redden, assistant manager, Columbia, capitalized on the warm weather last week by golfing.

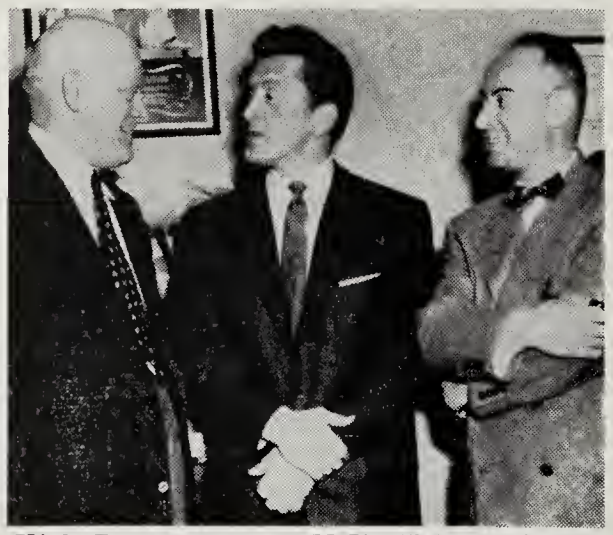
— T. C.

Delaware

Wilmington

The trade was saddened by the death of Benjamin F. Seligman, former manager and secretary-treasurer, Strand Theatre Corporation, which operated the Strand here for many years. He was 61 years old. Born in Philadelphia, Seligman had been in the entertainment business since his youth as a manager of vaudeville and motion picture houses. He managed theatres in a number of large cities in the east, including the old Victoria, Philadelphia, before moving to Wilmington where he was manager, Strand, for 31 years, most of which was in partnership with the late D. L. Topkis. Following the latter's death, he continued in the triple capacity of secretary-treasurer-manager until July, 1950. At that time, Seligman abandoned his connection with the Strand which was taken over for a time by Benjamin Shindler, owner-operator, Ace, but in January, 1951, the Strand closed its doors as a motion picture theatre. Seligman was a 32nd degree Mason. Surviving are a daughter, four brothers, seven nephews, a niece, and one granddaughter. Funeral services and interment were private following a viewing at the McCrery Funeral Home, Wilmington.

— H. L. S.



Kirk Douglas, star, U-I's "Man Without A Star," recently visited Washington for the opening of the film at the Capitol, and is seen here chatting with Clark M. Davis, right, and Morton Gerber, executives, District Theatres, Washington.

Maryland

Baltimore

A new ruling exempting newsreels from censorship has been passed by the State Legislature and signed by Governor Theodore McKeldin. As a result, movie-goers will now see uncensored newsreels. The same bill calls for continuance of censoring for feature films, cartoons, and comedies, but the new regulations are more in line with recent rulings by the Supreme Court, limiting the area in which censors can snip scenes from films. In other words, the banning by Maryland's State Board of Motion Picture Censors is now limited to "obscenity, debasing morals, or inciting to crime." The law now also permits an appeal to the Maryland Court of Appeals.

The Theatrical Stage Employees Union, Local 19, suffered the loss of its business manager when George M. Weisman died suddenly. He was stricken while downtown shopping. He is survived by his widow, Mrs. Mabel Weisman. Weisman was connected with the Stanley stage crew at the time of his death. . . . H. Paul Rome, president, Rome Theatres, was married to Frances Grovner, Washington. The couple spent a short honeymoon in New York.

Claude Land, manager, Silver, Silver Springs, Md., is a patient for surgery at Brady Institute in Johns Hopkins Hospital. . . . George S. List, identified years ago with local vaudeville circuits is doorman at the Playhouse. Recently he marked his 72nd birthday. . . . The Motion Picture Operators Local 18, celebrated its 45th birthday. Among the original organizers still engaged actively are Meyer Leventhal, owner, Lord Baltimore; Otto Niquit, regarded as the oldest active operator in theatres, and currently employed at Keiths; Samuel Isaacson, chief projectionist, Stanley; William George, Film Centre; and George Green, Clover.

Baltimore's newest radio station, WEEB, partly owned by Leon Back, vice-

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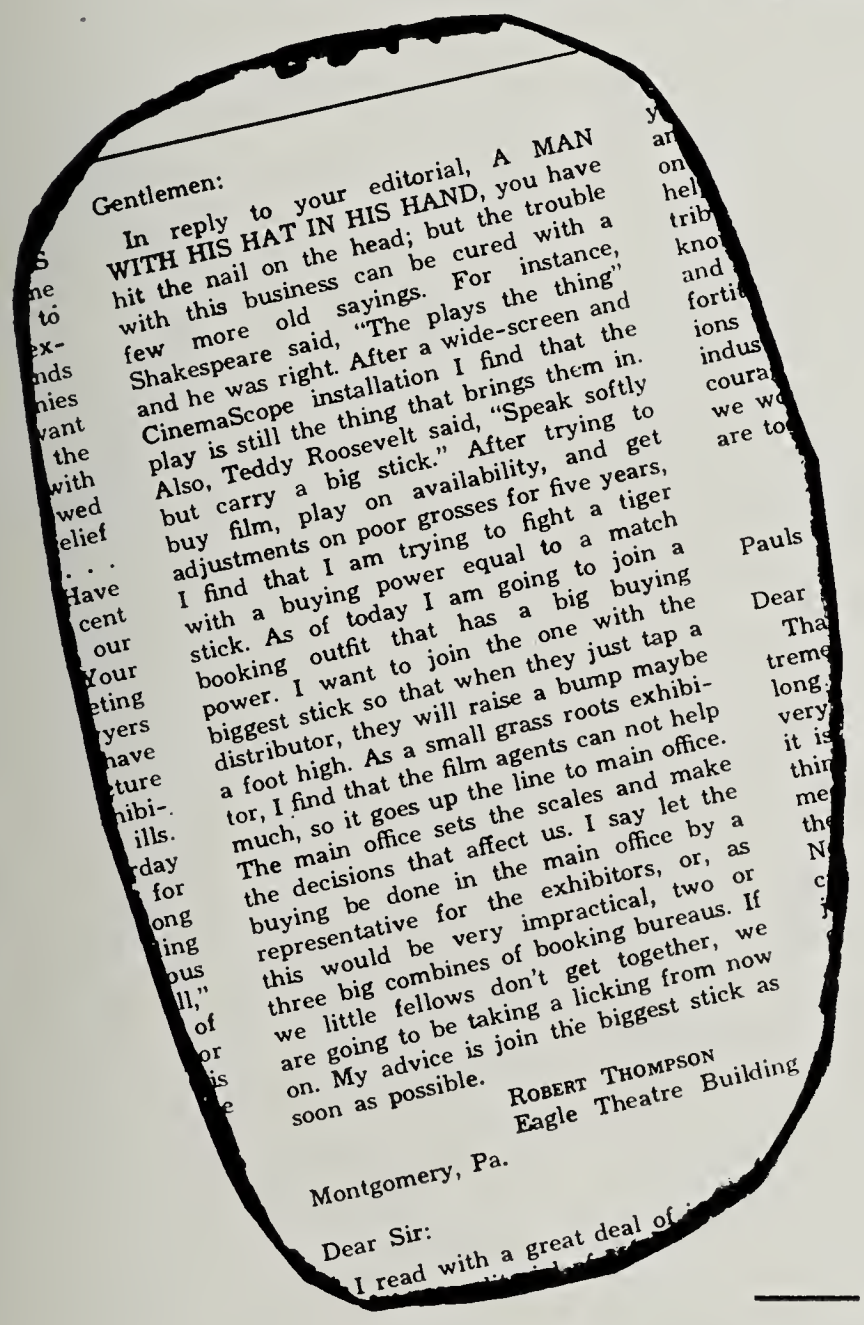
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— MAN WITH HIS HAT IN HIS HAND (THE EXHIBITOR'S TRANSLATION)

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Gentlemen:

In reply to your editorial, A MAN WITH HIS HAT IN HIS HAND, you have hit the nail on the head; but the trouble with this business can be cured with a few more old sayings. For instance, Shakespeare said, "The plays the thing" and he was right. After a wide-screen and CinemaScope installation I find that the play is still the thing that brings them in. Also, Teddy Roosevelt said, "Speak softly but carry a big stick." After trying to buy film, play on availability, and get adjustments on poor grosses for five years, I find that I am trying to fight a tiger with a buying power equal to a match stick. As of today I am going to join a booking outfit that has a big buying power. I want to join the one with the biggest stick so that when they just tap a distributor, they will raise a bump maybe a foot high. As a small grass roots exhibitor, I find that the film agents can not help much, so it goes up the line to main office. The main office sets the scales and make the decisions that affect us. I say let the buying be done in the main office by a representative for the exhibitors, or, as this would be very impractical, two or three big combines of booking bureaus. If we little fellows don't get together, we are going to be taking a licking from now on. My advice is join the biggest stick as soon as possible.

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president, Rome Theatres, made its bow. . . . Owen Schnapf, manager, Century, motored over to Washington to view the annual cherry blossom display.

— G. B.

Cumberland

A new drive-in will open the latter part of this month on the Oldtown Road next to the historic site of the Jane Frazier home of pre-Revolutionary War days. To be known as the Starlight Drive-In, it will be operated by Edgar Duke Growden, Harold S. Hyde, and their wives. The new enterprise is incorporated as the Hy-Grow Theatre Corporation. Hyde will be president; Mrs. Thelma A. Growden, vice-president; Edgar D. Growden, treasurer and general manager; and Mrs. Hyde, secretary. Growden said the outdoor theatre will have a screen 40 by 80 feet. An RCA high fidelity sound system will be part of the equipment going into the projection booth, while the individual in-car speakers will be plastic construction outside. A 10 year lease on a tract of fifty acres has been obtained from the owner of the property. The Starlight will have space for 400 cars to begin with but can easily be expanded to accommodate 1,000 cars. Instead of any fencing around the operation, trees will be planted to enclose the field. There will be two lanes both for entrance and exit.



This truck-borne ballyhoo stunt was recently employed by the New, Baltimore, Md., for Columbia's "Women's Prison" and attracted plenty of attention.

Leonardtown

The Park, Lexington Park, Md., had a special kiddies matinee featuring a "Festival of Walt Disney Cartoons" on Good Friday when the children had a school holiday. . . . The 235 Drive-In, California, Md., opened for the season. The spot is now equipped for CinemaScope showings. . . . Excitement was caused by a chimney fire at the home of MOTION PICTURE EXHIBITOR correspondent George Morgan Knight and his mother, but firemen extinguished it before much damage was caused.

Pennsylvania

Coatesville

W. B. Huffman, manager, Y.M.C.A., along with Amy N. Huffman, R.N., are now operating the Huffman Nursing and Convalescent Home at Whitford, Pa.

Freeland

Irving Refowich, Refowich, has taken over the Hazleton Drive-In, Drums, Pa., from C. Rossie, Jr. The 400-car spot has been set for CinemaScope with a screen 100 feet by 40 feet and opened this week-end.

Reading

Paul E. Glase, manager, Embassy and other Fabian interests here, compiler of the "Lest We Forget" necrology record appearing under his name for many years, issued his 17th edition. It covers two years this time, 1953 and 1954. Copies of the 24-page booklet go not only to every state in the union, picture studios, and libraries, newspapers and public officials, but also to friends of Glase in Japan, England, Greece, India, and several other countries. More than 200 biographies of greats in the picture, stage, radio, and television world were condensed for the current issue.

The Rajah, as has been the case now and then in previous years, is again a church. The Seventh Day Adventists have rented the big house for special services, free admission, by a visiting evangelist.

As in other pre-Easter seasons, the Cecil B. deMille picture, "King of Kings," is again being shown free to Lenten crowds in this city. It used to be screened in the Rajah. Now the showings are in the Astor and Strand, mornings only. An offering is taken but admission is free. The Reading Council of Churches is sponsor. . . . Theatre managers are interested in the outcome of "Bingo" game legalizing bills in the Pennsylvania Legislature.

A great many observers see what looks like a split in the church leaders' ranks in this locality over the issue of "Bingo" legalizers. Most of these leaders were so pronounced in opposition to legalizing of horse race betting that they bitterly opposed giving the voters even the privilege of voting for or against the proposal. Now, although "Bingo" is definitely gambling, the church groups are headed two ways, one group seeing it only as a "harmless" amusement, even if illegal, and the other lukewarmly urging a ban on the "Bingo" game.

Francis Hock, veteran doorman, Warner, suffered a head injury when he fell on the sidewalk in front of the theatre. He was admitted to St. Joseph's Hospital. . . . Preparations are underway for early reopening of the Mount Penn Drive-In, east of this city. The Reading Drive-In is already in operation.

Scranton

Manager Bill Kays, Capitol, in his current showing of "Romeo and Juliet," has received full interest and cooperation of all the school officials of the area. A meeting of the principals of county schools and the county superintendant of schools, Robert Minnier, was held in the Chamber of Commerce at which time special student tickets were distributed for each school. A special screening of the film was held at the Orient for school attaches of both county and city parochial and public schools.

West Virginia

Keyser

Mr. and Mrs. John W. H. Buchanan have returned from the British West Indies where they spent a few days vacationing. Mrs. Buchanan is the owner and operator, Carskadon Theatres' Keysey and Music Hall. Work has finally been completed on the stage settings at the Music Hall. A lovely atmosphere awaits their patrons with soft red lighting against a burgundy velvet curtain. Either side of the stage is enhanced with bright gold standards. Alston E. Hunt, manager, and John C. Stewart, with assistance from projectionist John Wilson, take full credits for this improvement.

Variety Club

Tent 13, Philadelphia

A membership meeting is scheduled for April 19. Dinner will be "on the house" and will be served in the Burgundy Room of the Bellevue Stratford Hotel. Howard Klein, famous hypnotist, will be an added feature and furnish a demonstration of his art. "Johnny Night," set for June 1, will be discussed at the dinner.

"The Good Die Young" was screened through the courtesy of United Artists.

"Fight Nights" on the large TV screen with beer and pretzels "on the house" every Wednesday are proving very popular.

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SECTION
Vol. 53, No. 24

APRIL 13, 1955

Allied Artists

(1953-54 releases from 5401;
1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jeon Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lower half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Boys entry—61m.—see April 6 issue—(5514).

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: 8. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brond, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer for the action spots—81m.—see April 6 issue—(Technicolor). (5515)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish comedy for the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(Enalish-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

AFRICAN FURY—Jungle documentary—(Color). (5411)

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Carolyn Jones.

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson, Russel Napier—(English Made).

DARK VENTURE—Frank Lovejoy, Forrest Tucker, Peggie Castle.

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomos Gomez. (5516)

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale.

PHENIX CITY—Biff McGuire, Kathryn Grant.

SPY CHASERS—Bowery Boys, Lisa Davis.

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

WOMEN'S REFORMATORY—Beverly Michaels, Tom Drake, Peggy Knudsen.

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Moria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prison meller for lower half—72m.—see April 6 issue. ()

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(1.85-1). (716)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue). (703)

JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lower half—70m.—see April 6 issue. ()

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue. (704)

RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue. (733)

TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)

THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	HISD—Historical drama
ACD—Action drama	MD—Melodrama
BID—Biographical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—**Okeh for the duallers**—77m.—see Sept. 22 issue—(Technicolor). (720)

TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with names to help—97m.—see April 6 issue. (728)

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—**Well-made actlan yarn**—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)

WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—**Exploitable prison yarn**—80m.—see Feb. 9 issue—Leg.: B. (726)

WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(CinemaScope).

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).

END OF THE AFFAIR, THE—Van Johnson, Deborah Kerr, John Mills—(Made in England).

FIVE AGAINST THE HOUSE—Guy Madison, Kim Novak, Brian Keith—Leg: B.

GENTLE WOLFHOUND, THE—Aldo Ray, Mitsuka Kimura, Phil Carey—(Made in Japan).

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

JAIL BAIT—Tammy Cook, Frank Griffin, Molly McCart.

LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Modison—(CinemaScope)—(Technicolor).

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).

PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).

QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

RENEGADE ROUNDUP—Bill Williams, Movita, Tex Ritter.

SEMINOLE UPRISING—George Montgomery, Karin Booth—(Technicolor).

STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—**Cartoon feature excellent for art spots**—73m.—(Technicolor)—(English-made)—(De Rochemont).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color).

LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—**Pirate yarn is well-made and has angles for selling**—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).

STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see March 23 issue

PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—**Satisfactory meller**—81m.—see Sept. 8 issue

TO BE REVIEWED

MAD AT THE WORLD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—**Spectacle has the angles**—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).

LOVE IN THE CITY—Documentary love story—(Dubbed in English)—110m.—Leg.: B.

VOICE OF SILENCE—Rossana Podesta, Casetta Greco, Aldo Fabrizi—(Dubbed in English).

WAYWARD WIFE—Gina Lollobrigida—(Dubbed in English)—Leg.: B.

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—**For the lower half—60m.—see Sept. 8 issue.** (5327)

BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—**For the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador).** (5407)

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—**For the lower half—63m.—see Jan. 12 issue** (Made in Spain and England). (5402)

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—**Okeh programmer for the lower half—68m.—see May 19 issue—(English-mode).** (5310)

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—**Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made).** (5326)

RACE FOR LIFE, A—MD—Richard Conte, Marl Aldon, George Coulouris—**For the programmers—68m.—see Jan. 26 issue—(English-made).** (5403)

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—**Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made).** (5329)

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—**For the lower half—63m.—see Dec. 15 issue** (Spanish-made)—(Dubbed in English). (5323)

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—**For the lower half—65m.—see Dec. 15 issue—(English-made).** (5404)

SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—**Fair western—75m.—see April 6 issue.** (5411)

TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—**Okeh for the lower half—72m.—see Sept. 22 issue—(English-made).** (5330)

THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—**Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C.** (5406)

THUNDER PASS—OMD—**Fair programmer**—Dane Clark, Dorothy Patrick, Andy Devine—**76m.—see Sept. 8 issue.** (5404)

UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—**Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made).** (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)

GLASS TOMB—John Ireland—(English-made). (5409)

LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)

THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—**Reissue has names to sell—144m.—see Feb. 9 issue—(Technicolor).** (520)

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—**Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue).** (514)

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—**Names should help this affbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(1.75-1).** (507)

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—**Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope).** (515)

BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—**World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue).** (513)

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—**Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1).** (504)

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—**Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS).** (501)

BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—**High rating entry an juvenile delinquency—101m.—see March 9 issue. Leg.: B.** (521)

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—**Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope)** (502)

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—**Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(1.75-1).** (511)

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—**High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(1.75-1).** (512)

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—**Names should help reissue of familiar story—127m.—see Oct. 6 issue.** (506)

GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—**Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color).** (522)

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—**Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope).** (516)

HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—**Entertaining musical entry — 112m. — see March 9 issue—(Eastman Color)—(CinemaScope).** (519)

INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—**Well made entry has angles—106m.—see April 6 issue—(Eastman Color)—(CinemaScope).** ()

JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—**High rating meritorious offering—121m.—see June 17 issue—(SS).** (422)

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—**Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1).** (510)

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—**Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 issue—(Eastman color)—(Cinemascope)—Leg.: B.** (517)

PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—**Highly interesting and entertaining entry—114m.—see April 16 issue—(Eastmon color)—(CinemaScope).** ()

ROGUE COP—MD—**Names will help satisfactory thriller**—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—**Tarzan reissue is adequate for the action houses**—89m.—see Nov. 3 issue. (509)

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—**Reissue will depend on name draw**—102m.—see Nov. 3 issue—Leg.: B. (508)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—**Reissue should benefit from names**—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jorma Lewis, Edmund Gwenn—(Color)—(CinemaScope).

BEDEVILLED—Anne Baxter, Steve Forrest—(Eastman Color)—(CinemaScope)—(Made in France)—89m.

BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan).

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Claire Sombert, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MARAUDERS, THE—Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn—(Eastman Color)—(Print by Technicolor).

MOONFLEET—Stewart Granger, Viveca Lindfors, George Sanders—(Color)—(CinemaScope).

QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Groce Kelly, Frederic Morch, Mickey Rooney—Well-made, interesting entry—103m.—see Jon. 12 issue—(Technicolor). (5405)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating dramo—104m.—see Dec. 15 issue. (5409)

MAMBO — MD — Silvono Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Relssue of DeMille spectacle has the names to help—122m.—see Oct. 20 Issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor dramo has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High roting—113m.—see Sept. 8 issue—Leg.: B. (5402)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day oir force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Nomes ond VistoVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

CONQUEST OF SPACE—Eric Fleming, William Redfield, Georgiann Johnson—(Technicolor)—Leg.: B. (5407)

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric Morch, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy, Francis L. Sullivan—(Technicolor)—(VistaVision)—Leg.: B—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(Technicolor)—(VistaVision).

SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobios—(Technicolor)—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Willioms — (Technicolor) — (VistaVision) — (Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Klrk Douglas, Silvano Mongona, Anthony Quinn—(Technicolor)—(Made in Europe). (5408)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVlsion).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistoVision)—(PS).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brozil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue.

CATTLE QUEEN OF MONTANA—W—Barbaro Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue hos the nomes to help—84m.—see Sept. 8 issue. (570)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jon. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Von Eyck—Average series entry—73m.—see Morch 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Joson, Dan Duryea—Moderote progrommer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodroma—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitotion passibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rudolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

ESCAPE TO BURMA—Barbara Stanwyck, David Farrer, Robert Ryan—(Technicolor)—(Superscope). (512)

FLIGHT FROM BENGAZI—Richard Conte, Victor McLaglen—(SuperScope).

JET PILOT — John Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

Republic

(1952-53 releases from 5201; 1953-54 releoses from 5301)
(All features are being photographed for projection in aspect ratios from 1.33 to 1.85-1)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Conova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 Issue. (5326)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor).

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower holf—70m.—see Sept. 22 issue. (5310)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Joeckel—Topicol meller hos exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, ond exploitotion spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh progrommer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 Issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see March 23 issue—(Trucolor). ()

TO BE REVIEWED OR IN PRODUCTION

AFRICAN MANHUNT—Myron Healey, Koren Booth, John Kellog.

CITY OF SHADOWS—Victor McLaglen, Kathleen Crawley.

CROOKED RING, THE—Rod Cameron, Alison Hayes.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DON JUAN'S NIGHT OF LOVE—Ray Vallone, Silvano Pomponini, Michele Philippe.

ETERNAL SEA, THE—Sterling Hayden, Dean Jagger, Alexis Smith—(Made in Hawaii).

FOREIGN ADVENTURE, A—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GUNMAN, THE—Ray Milland, Mary Murphy—(Trucolor).

I COVER THE UNDERWORLD—Seon McClory, Joonne Jordan, Ray Middleton.

JAGUAR—Sabu, Chiquita, Barton MacLane.
Tierney, Lee J. Cobb—(Color)—(CinemaScope).

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made In Germony).

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

TEXAS LEGIONAIRES, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arablon Nights-type entertainment has the ongles—94m.—see Oct. 20 Issue—Leg.ı B—(Color by DeLuxe)—(CinemaScope). (424)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Andersan, Potric Borr—For the lower holf—75m.—see Nov. 17 Issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-mode melodrama—96m.—see July 28 Issue—(Color by DeLuxe)—(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individuol situation—105m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue hos the ongles—88m.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Morlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greto Gynt, Donold Houston—For the duollers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dole Robertson, Debro Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)

MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duollers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality dramo calls for speciol handling—102m.—see Jon. 12 issue—(Color)—(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Von Heflin, Anne Bancroft, Richard Boone—Okeh Civil Wor action meller—83m.—see July 28 issue—(Technicolor). (408)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemoScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has nomes ond angles—111m.—see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-mode Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemoScope). (421)

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, Kenneth More—(Color). (508)

ANGELA—Dennis O'Keefe, Mara Lane. (511)

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemoScope). (515)

HOW TO BE VERY, VERY POPULAR—Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope).

LIVING SWAMP, THE—Nature in the Okefenokee Swamp —(Color)—(CinemaScope). (512)

MAGNIFICENT MATADOR, THE—Maureen O'Hara, Anthony Quinn—(Technicolor)—(CinemaScope). (5 3)

MANY SPLENDORED THING, A—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).

SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno—(Color)—(CinemaScope).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong). (514)

TALL MEN, THE—Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope).

THAT LADY—Olivia DeHavilland, Gilbert Rolond, Dennis Price—(Color)—(CinemaScope)—(Made in England). (504)

VIOLENT SATURDAY—Sylvia Sydney, Richard Egan, J. Carrol Naish—(Color)—(CinemoScope). (510)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jon. 12 issue—(Tors-Arthur)—(1.75-1).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh pragrammer—82m.—see March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).

BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danava—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the dualiers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made In Hoitl)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Ponoramo)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

LAWLESS RIDER, THE—W—Johnny Corpenter, Rose Boscom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the ort and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV)—(1.66-1).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in Englond and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 issue—(Technicolor)—(Mode in India)—(Ferrin)—(1.75-1).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 Issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 Issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Poul Langton, Leslie Denison, Teru Shimada—For the lawer half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Moureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m. —see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 Issue—(Bassler)—(1.75-1).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 Issue—Leg.: B—(Made In Fronce)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor) —(Made in Mexico)—Leg.: B—(Hecht-Loncaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Saloman).

WHITE ORCHID, THE—MD—William Lundigon, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lowson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor) —(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

BRASS RING, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

DEADLY PACEMAKER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)

DESERT SANDS—Ralph Meeker, Maria English, J. Corol Naish—(Technicolor)—(Superscope)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

KISS ME DEADLY—Rolph Meeker. Cloris Leachman, Albert Dekker—(Aldrich)—(1.85-1).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Gloria Grohame—(Kramer).

ROBBER'S ROOST—George Montgomery, Richord Boone—(Eastman Color)—(Goldstein-Jacks).

SABAKA—Boris Karloff, Nino Marcel, Reginold Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

SUMMERTIME—Katherine Hepburn, Rossano Brozzi, Isa Miranda—(Technicolor)—(Made in Italy)—(Lopert-Leon).

TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab —(Technicolor)—(Indian-mode)—(Modi).

TOP OF THE WORLD—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Baird-Foster).

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancoster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C —Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 Issue. (513)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbora Rush, Jeff Morrow—Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor) —(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Sotisfactory horror show for the program—82m.—see March 23 issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brion—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blonchord, Lyle Bettger—Remoke has the ongles for exploitotion—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jon. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m. —see March 9 issue (Print by Technicolor)—(Filmed in. New Zealand)—(Rank) (509)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the ongles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meller has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m. —see Nov. 3 issue—(1.85-1). (504)

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-mode adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regular—506)

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dano Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 Issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musicol has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). (507)

THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—Good programmer—87m.—see April 6 issue—(Technicolor). (527)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africo)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE MUMMY—Bud Abbott, Lou Costello.

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

FEMALE ON THE BEACH—Joan Crowford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jone Russell, Dan Duryea—(Technicolor).

FRANCIS IN THE NAVY—Donold O'Connor, Martha Hyer, Jim Backus.

KISS OF FIRE—Jack Poloce, Barbora Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Haro, George Noder, Victor McLaglen—(Technicolor).

LOOTERS, THE—Rory Calhoun, Julie Adams, Thamas Gomez. (524)

MAN FROM BITTER RIDGE, THE—Lex Barker, Mara Corday, Stephen McNolly.

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor).

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).

SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.

TO HELL AND BACK—Audie Murphy, Marshall Thompsan, Charles Drake—(Technicolor)—(CinemoScope).

Warners

(1953-54 releoses from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freemon High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScope). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martho Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Rondolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m. —see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should do okeh in action spots as programmer—93m.—see April 6 issue. (410)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue. (406)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope). (403)

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Nature documentary—(WarnerColor).

BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(WarnerColor)—(CinemaScope)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(WarnerColor)—(CinemaScope).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).

STRANGE LADY IN TOWN—Greer Garson, Dana Andrews—(WarnerColor)—(CinemaScope).

TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Exploitation film for the duallers—57m.—see April 6 issue—(Globe Roadshows).

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made in Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—For the lower half—69m.—see March 23 issue—(Beverly).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS—MD—Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m—see Sept. 22 Issue—(Hallmark).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Letlcia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

UNCOVER GIRLS—BUR—Gilda, Leon DeVoe, Mae Blondel—Routine burlesque show for the exploitation spots 53m.—see Aug. 11 issue—(Mishkin).

VARIETEASE—BUR—Lilli St. Cyr, Cass Franklin, Monica Lane—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr, Contessa Vera Richkova—Fair burlesque entry—66m.—(Partly in color)—(Union).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell, Dieter Borsche, Heidemarie Hatheyer—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANNA CROSS, THE—D—Anna Larianova, A. Sashin-Nikolsky, V. Vladislavsky—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Lilia Prado, Esteban Marquez, Carmen Gonzales—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

BRIDE WITH A DOWRY—CD—Vera Vasilieva, Vladimir Ushakov, V. Dorofeyev—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine meledrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Francoise Arnoul, Christian Fourcade, Raymond Pellegrin, Pierre Cressey—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DANCING WITH CRIME—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—O. W. Fischer, Heidemarie Matheyer, Peter Czeike—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Daniell Delorme, Henri Vidal, Nicolas Vogel—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fiction import for the lower half—77m.—April 6 issue—(English-made)—(Spartan).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FOUR WAYS OUT—MD—Gina Lollobrigida, Renato Baldini, Cosetta Greco—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel, Renee Devillers, Arlette Poirier—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

GREEN SCARF, THE—MYD—Michael Redgrave, Kieron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, Renato Rascel, Cosetta Greco—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue—(French-made)—(English titles)—Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—May Britt, Alf Kjellin, Berger Malsten—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Italian-made)—(Buena Vista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Oriental import for the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

MERRY-GO-ROUND—CD—Christl Mardayn, Curd Juergens, Gardy Granass—Fair import for art spots and German language houses—100m.—see April 20 issue—German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PARIS INCIDENT—CD—Gerard Gervais, Pierette Simonet, Olivier Hussenot—Fine import for the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Silvana Jachino, Roberto Villa, Paola Stoppa—Should appeal most to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

SIDE STREET STORY—D—Toto, Eduardo De Filippo, Leda Gloria—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Akaki Khrava, Besa Imani, Adivie Alibali—Historical action drama for Russian spots—95m.—see July 28 issue—(Russian-made)—(English titles—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TRUE AND THE FALSE, THE—D—Signe Hasso, William Langford, Michael Road—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—V. Markuryev, Boris Chirkov, A. Porisov—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Machiko Kyo, Masayuki, Kinuyo Tanaka—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Yves Montand, Charles Vanel, Vera Crouzot—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 Issue—(English-made)—(Eastman color)—(BIS).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Sectian, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	One Spooky Night (Clyde)			

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	
7435	(Apr. 21)	Ready Willing But Unable (Brendel)		16m.	

SERIALS (4)

7120	(Nav. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse..			
7407	(Apr. 14)	Bedlam in Paradise			

CANDID MICROPHONES (Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934

COLOR FAVORITES (15) (Technicolor) (Reissues)

7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	
7611	(Apr. 21)	Picnic Panic	F	6m.	

MR. MAGOO (4) (Technicolor)

7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926

MR. MAGOO SPECIAL (Technicolor) (CinemaScope)

7509	(Jan. 6)	When Magoo Flew	E	7m.	3857

(1954-55)

MUSICAL SPECIAL (1)

7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers			

THRILLS OF MUSIC (6) (Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys.	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7455	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974

UPA ASSORTED CARTOONS (4) (Technicolor)

7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes		6½m.	

WORLD OF SPORTS (10)

7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise		9m.	

MGM

TWO REEL SPECIAL

		MGM's 1955 Motion Picture Celebration	G	18m.	3933

One Reel

CARTOONS (16) (Technicolor)

(T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapalitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	

CINEMASCOPE CARTOONS (4) (Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947

FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Watertan Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	

GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
	(Mar.)	Salt Water Tabby	F	7m.	3947

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I needed	F	9m.	3947
	()	Global Quiz (Color)	G	10m.	

Paramount

SPECIAL (Technicolor)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933

CARTOON CHAMPIONS (6) (Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6) (Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	
B14-5	(May 27)	Spooking With A Brogue	F		

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Age		9m.	

HEADLINER CHAMPIONS THRILLS (6) (Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4) (Technicolor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built For Two		7m.	

NOVELTOONS (6) (Technicolor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Along Lil' Duckie		7m.	

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947

POPEYE CARTOONS (8) (Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaves Will Be Beaves			

TOPPERS (6)

M14-1	(Nov. 19)	The Nerve of Same People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds			
M14-6	(Apr. 22)	Pick A Pet			

VISTAVISION SPECIAL

		Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexico		17m.	
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVision Visits Hawaii			
	(July)	VistaVision Visits Japan			

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	

SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	()	Basketball Highlights			

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Doctor	G	11m.	
54209	(Apr. 29)	Inland Seas	G	11m.	
54210	(May 27)	Staff Of Life			

SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		WALT DISNEY CARTOONS (3) (Technicolor)			
		(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	39 &
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Sambo			
54108	(Apr. 22)	Chip An' Dale			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	
		One Reel **THIS WORLD OF OURS (6)** (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

		CINEMASCOPE SPECIALS (Color)			
7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	()	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Jan.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			
		One Reel **SEE IT HAPPEN (6)**			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	
5508	(Apr.)	The Two-Headed Giant	F	7m.	

United Artists

		SPORTS SPECIAL			
		Marciano-Charles Fight	G	21m.	3848

Universal-International

		Two Reel **MUSICAL FEATURETTES (13)**			
1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	3925
		One Reel **VISTARAMA SPECIAL** (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m.	
		COLOR PARADES			
1381	(Feb. 28)	Dust Eaters	E	9½m.	3947
1382	(Mar. 21)	Moose Country	F	9½m.	
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
1326	(May 9)	Private Eye Pooch	G	6m.	3947
		WALTER LANTZ CARTUNES (Reissues)			
1351	(Feb. 21)	The Band Master	G	7m.	3946
1352	(Mar. 28)	The Mad Hatter	G	7m.	
1353	(Apr. 25)	Banquet Busters	G	7m.	
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	3926
1342	(Jan. 31)	Little Lost Scent	F	9m.	3947

Warners

		SPECIALS (12) (Technicolor)			
2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m.	3946
		CLASSICS OF THE SCREEN (6)			
2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young	E	17m.	
		One Reel **BLUE RIBBON HIT PARADES (13)** (Reissues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	3947
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare	G	7m.	3947
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m.	3947
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m.	3947
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal	G	10m.	
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days	G	10m.	3947

Miscellaneous

		Alien Orders (COI)	F	10m.	3857
		Chevalier de Menilmontant (Burstyn)	G	14m.	3873
		Composers In Clay (United World)	G	22m.	3856
		For Peace and Friendship (Color) (Artkino)	F	39m.	3887
		Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
		Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
		Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
		Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
		Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
		Lesson In Anatomy, A (IFE)	F	11m.	3849
		Lost Paradise, The (Pictura)	G	11m.	3857
		Miracle in Music, A (American)	G	8m.	3900
		Mystery Of Leonardo, The (IFE)	F	10m.	3848
		New Van Gogh, The (IFE)	G	15m.	3856
		Paul Gauguin (Pictura)	G	13m.	3848
		Queen's Colors, The (McDonald)	E	17m.	3918
		Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
		Romantic Youth (Burstyn)	F	15m.	3865
		Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
		Siam (Buena Vista) (Technicolor)	E	32m.	3918
		Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
		Story of Light, The (Color) (Bondy)	E	9m.	3866
		USSR Today No. 19 (Artkino)	F	12m.	3844
		USSR Today No. 24 (Artkino)	F	19m.	3874
		World of Life, The No. 1 (Meadow)	G	16m.	3873
		World of Life, The No. 7 (Meadow)	G	16m.	3873
		World Of Life, The, No. 10 (Meadow)	G	16m.	3933
		World of Life, The No. 13 (Meadow)	F	16m.	3873
		World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW

—about this service—
THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 9 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

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for it will be up-to-date the next time issued.

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9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the... This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

MARCH

Seven Angry Men
R. Massey, D. Paget, J. Hunter

The Big Tip Off
R. Conte, C. Smith, B. Bennett

Dial Red O
B. Elliott, K. Larsen, H. Stanley

APRIL

An Annapolis Story
J. Derek, K. McCarthy, D. Lynn
(Technicolor)

Shotgun
S. Hayden, Y. DeCarlo, Z. Scott
(Technicolor)

High Society
L. Gorcey, H. Hall, A. Blake

MAY

Las Vegas Shakedown
D. O'Keefe, C. Grey

Dark Venture
F. Lovejoy, P. Castle

African Fury
Documentary

COLUMBIA

MARCH

New Orleans Uncensored
A Franz, B. Garland, H. Stanton

Wyoming Renegades
P. Carey, G. Evans, W. Bishop
(Technicolor)

The Detective
A. Guinness, J. Greenwood, P. Finch
(English-made)

APRIL

Three For The Show
B. Grable, J. Lemmon, M. and G. Champion
(Technicolor)
(CinemaScope)

Jungle Moon Men
J. Weissmuller, J. Byron, B. Curtis

The Return Of October
(Reissue)

MAY

The End Of The Affair
D. Kerr, V. Johnson, J. Mills

Tight Spot
G. Rogers, E. G. Robinson, B. Keith

Cell 2455, Death Row
W. Campbell, M. Carr, R. Campbell

Seminole Uprising
G. Montgomery, K. Booth
(Technicolor)

LIPPERT

MARCH

The Silver Star
E. Buchanan, M. Windsor, L. Chaney

APRIL

The Glass Tomb
J. Ireland
(Made in England)

Thunder Over Sangoland
J. Hall, M. Lord

MAY

Air Strike
R. Denning, G. Jean, D. Haggerty

Phantom Of The Jungle
J. Hall, R. Montgomery, A. Gwynne

METRO

MARCH

Hit The Deck
J. Powell, D. Reynolds, V. Damone
(Color)
(CinemaScope)

Anchors Aweigh
(Reissue)

APRIL

The Glass Slipper
L. Caron, M. Wilding, K. Wynn
(Eastman color)

Bedevilled
A. Baxter, S. Forrest
(Eastman Color)
(CinemaScope)

MAY

The Prodigal
L. Turner, E. Purdom, L. Calhern
(Eastman Color)
(CinemaScope)

The Marauders
D. Duryea, J. Richards, K. Wynn
(Eastman Color)
(Print by Technicolor)

PARAMOUNT

MARCH

The Country Girl
B. Crosby, G. Kelly, W. Holden

APRIL

Run For Cover
J. Cagney, J. Derek, V. Lindfors
(Technicolor)
(VistaVision)

Mambo
S. Winters, S. Mangano, V. Gassman

MAY

Strategic Air Command
J. Stewart, J. Allyson
(Technicolor)
(VistaVision)

RKO

MARCH

Rage At Dawn
R. Scott, M. Powers, F. Tucker
(Technicolor)

APRIL

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

Escape To Burma
B. Stanwyck, D. Ferrar, R. Ryan
(Technicolor)
(SuperScope)

The Informer
Berlin Express
(Reissues)

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

REPUBLIC

MARCH

Yellowneck
L. McCarthy, S. Courtleigh, B. Kroeger
(Trucolor)

A Day To Remember
S. Halloway, J. Rice, O. Versois
(English-made)

APRIL

Santa Fe Passage
J. Payne, F. Domergue, R. Cameron
(Trucolor)

MAY

I Cover The Underworld
S. McClory, J. Jordan, R. Middleton

Magic Fire
Y. DeCarlo, C. Thompson, R. Gam
(Trucolor)

20th-FOX

MARCH

Untamed
T. Power, S. Hayward, R. Egan
(Color)
(CinemaScope)

Angela
D. O'Keefe, M. Lane

APRIL

A Man Called Peter
J. Peters, R. Todd, R. Burton
(DeLuxe color)
(CinemaScope)

Violent Saturday
V. Mature, S. Sidney
(DeLuxe color)
(CinemaScope)

The Adventures Of Sadie
J. Collins, K. More, G. Cole
(Color)

MAY

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Haywood, M. Rennie
(Color by DeLuxe)
(CinemaScope)

Life In The Balance
R. Montalban, A. Bancroft
(Made in Mexico)

The Living Swamp
Nature in the Okefenokee Swamp
(Color by DeLuxe)
(CinemaScope)

UNITED ARTISTS

MARCH

Big House, U.S.A.
B. Crawford, R. Meeker
(Schenck-Koch)

Stranger On Horseback
J. McCrea, Miroslava
(Technicolor)
(Goldstein)

Marty
E. Borgnine, B. Blair
(Hecht-Lancaster)

APRIL

The Purple Plain
G. Peck
(Made in Ceylon)
(Technicolor)
(Rank)

A Bullet For Joey
E. G. Robinson, G. Raft, A. Totter
(Bischoff-Diamond)

Lilacs In The Spring
E. Flynn, A. Neagle
(Eastman color)
(English-made)
(Wilcox)

MAY

U.-INT.

MARCH

Captain Lightfoot
R. Hudson, B. Rush
(Technicolor)
(CinemaScope)
(Made in Ireland)

Smoke Signal
D. Andrews, P. Laurie
(Technicolor)

Land Of Fury
J. Hawkins, G. Johns
(Eastman color)
(Print by Technicolor)
(Made in New Zealand)
(Rank)

APRIL

Chief Crazy Horse
V. Mature, S. Ball, J. Lund
(Print by Technicolor)
(CinemaScope)

Ma and Pa Kettle At Waikiki
M. Main, P. Kilbride, L. Nelson

Man Without A Star
K. Douglas, J. Crain, C. Trevor
(Technicolor)

MAY

Revenge Of The Creature
J. Agar, L. Nelson, J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue, R. Long, M. Thompson

The Looters
R. Calhour, J. Adams, T. Gomez

WARNERS

MARCH

Battle Cry
A. Ray, M. Freeman, V. Heflin
(WarnerColor)
(CinemaScope)

New York Confidential
B. Crawford, A. Bancroft, R. Conte

APRIL

East Of Eden
J. Harris, J. Dean, R. Massey
(WarnerColor)
(CinemaScope)

MAY

Jump Into Hell
J. Sernas, K. Kasznor, A. Moss

OBSERVATIONS

May 8—Mother's Day
30—Memorial Day

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
APRIL	28	7	15	22
MAY	28	6	14	21

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell



Man-to-man talk about *"That LADY"*

SOON you will share the intimate, scandalous details of history's most notorious mistress of palaces, whose boudoir was a salon, whose secret love affairs were the target of mobs. The most provocative story in years... the picture that shocked a nation. No wonder it was acclaimed as an international best-seller and then as a tremendous Broadway success in which Katharine Cornell chose to star. Now it comes to you in all its grandeur and passion. Photographed on location amidst the breath-taking vistas of Spain in the full majesty of CinemaScope and Color by DE LUXE.

OLIVIA de HAVILLAND
GILBERT ROLAND
in *"That LADY"*
CINEMASCOPE
introducing PAUL SCOFIELD
co-starring
FRANCOISE ROSAY
DENNIS PRICE

Produced by SY BARTLETT • Directed by TERENCE YOUNG
Screenplay by ANTHONY VEILLER and SY BARTLETT
From the Novel by KATE O'BRIEN
Color by DE LUXE
An Atalanta Production
Released by 20th Century-Fox

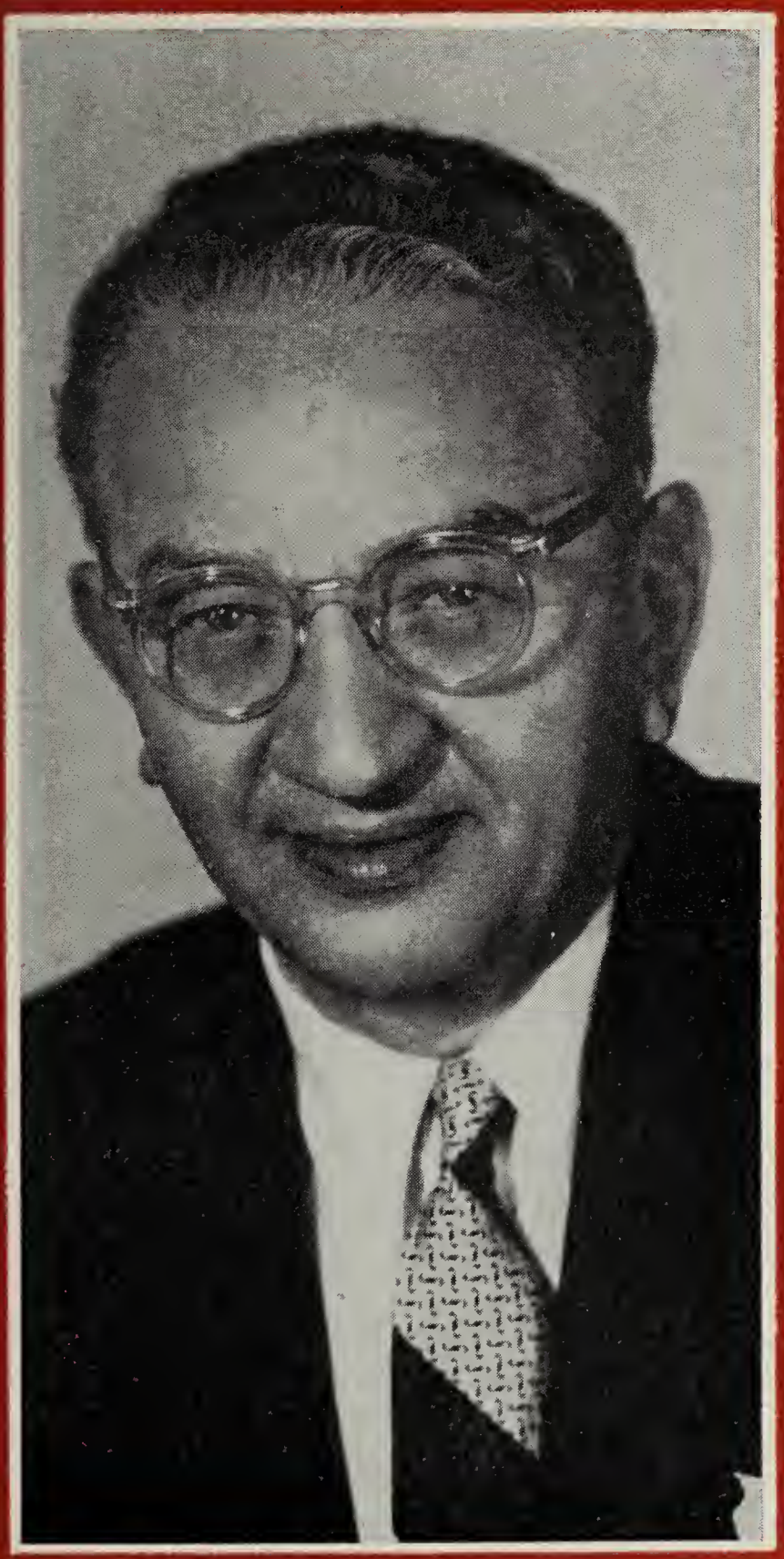


"SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH *'That LADY'* FROM 20th"

MOTION PICTURE

EXHIBITOR

APRIL 20, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



Dave Miller, U-I Buffalo manager and veteran of 35 years in distribution, was feted early this week on his retirement by industryites (see story on page 18).

TOA Calls For Roundtable Now

(page 5)

Kansas Abolishes Film Censorship

(page 6)

AND FEATURING: THE SERVISECTION and TV CHECK-LIST

M-G-M's NEXT BIG MOVIE THRILL TO FOLLOW "BLACKBOARD JUNGLE"



THE CAST:

ANNE BAXTER

Exotic in those gorgeous gowns!

STEVE FORREST

Watch this good-looking new star!

With

SIMONE RENANT
MAURICE TEYNAC
And
VICTOR FRANCEN

Story and Screen Play by
JO EISINGER

Photographed in
EASTMAN COLOR

Directed by
MITCHELL LEISEN

Produced by
HENRY BERMAN

(Available in Magnetic Stereophonic Perspecta Stereophonic or 1-Channel Sou

THE THEME: An innocent visitor to Paris falls in love with a woman of the world who turns out to be a killer!

THE LOCATION: "BEDEVILLED" is the first motion picture to be photographed in Paris in CINEMASCOPE and COLOR.

MOTION PICTURE

EXHIBITOR

APRIL 20, 1955
VOLUME 53 NUMBER 25

TOA CALLS TO ACTION

IN WORDS MORE REMINISCENT of the fire and whip of Abe Myers than of the admittedly "peace-loving people" of the TOA, president E. D. Martin blasted forth in a bulletin dated April 8 that placed the TOA squarely beside Allied States in relation to "the devastating and precarious position of exhibitors, large and small," and to "distribution's apparent indifference."

Summarizing the various proposals and promises that have been made for the remedying of conditions and for the holding of an "all industry conference to consider and to discuss industry grievances." Martin states that the TOA "can no longer hold the position that the completion of an arbitration system must precede the industry conference. It is now untenable. The crucial times and the crying need for relief dictate that the industry conference be held immediately, and that a constructive program of relief result from it.

"We hasten to state that no part of our present statement should be taken to mean that our interest in an industry system of arbitration is any the less keen. But first things come first! What is needed now, more than anything else, is immediate and substantial relief from the inequitable conditions of licensing, and from the outrageous and prohibitive rentals being demanded by distributors. Not only have these conditions and terms made it difficult for exhibitors to make a reasonable return on their investments, but they have prevented the accumulation of exhibitor capital reserves so that newer and improved theatres might result.

"It is not possible to think of an industry, other than the motion picture industry, wherein the source of supply displays such indifference and such callousness toward its customers!"

To properly evaluate these statements it must be remembered that not only is Martin the president of the more conservative of the two national theatre owner organizations, but he is also one of the virile and progressive younger men who will conceivably be responsible for this industry's future. Born and raised in movie theatres, loving the movie industry as the one best, and now heading his family's important Martin Circuit of the mid-south, his views can not be considered screwball or those of a professional agitator.

We believe in his honesty of purpose, in his sincerity, and in the judgment back of his final admonition: *"The time for calling the all industry conference is now!"*

In this day of film shortages, high percentage demands, and competitive bidding, we want to back it by repeating it. *"The time for calling the all industry conference is now!"*

A NOD TO MR. YATES

TO KEEP THE RECORD STRAIGHT, and to be completely fair to Herbert J. Yates, president of Republic Pictures, following our editorial, "SOUNDPROOFING NEEDED" (April 13), we are giving similar prominence and attention to his statement, received April 12, but too late to affect our earlier comment.

Referring to the data published in great detail by The New York Times and elsewhere on April 6 Yates stated:

"Republic's production policy has been grossly misstated and was not authorized by me or Republic's Board of Directors.

"Our production policy remains unchanged. In fact, we plan to complete and deliver to exhibitors during the first six months of 1955, 14 deluxe pictures and 6 special pictures, a total of 20 pictures, which exceeds the entire number of pictures produced during 1954, and our branch managers were so informed on March 22 in Chicago. Our studio in Hollywood is already planning production for the second six months of 1955.

"Further information regarding titles, casts, release dates, etc., will be promptly furnished you by our branch managers."

We think it is safe to assure Mr. Yates that if his pictures during the coming season have the entertainment values of cast, story, direction, and locale that the public wants, there never has been a better market or a bigger potential gross. And theatremen, faced with a product shortage, will do their level best to encourage all worthwhile production effort.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

No merger in prospect for Decca Records and U-I, President Milton Rackmil tells stockholders (page 14).

Distribution

George F. Dembow is elected NSS president as Herman Robbins remains as chairman of the board (page 5).

Dave Miller, U-I veteran Buffalo manager, is feted on his retirement after 35 years (page 18).

Exhibition

Walter Reade, Jr., TOA board chairman, schedules meetings with English exhibitors on mutual problems (page 16).

Financial

Sol Schwartz, RKO Theatres president, tells stockholders circuit earnings will be steady (page 6).

Trans-Lux Theatres income rises (page 16).

International

Famous Players Canadian Corporation is in a strong financial position despite a slight drop in profits; Japan allows import of 102 American films (page 10).

Legislative

Kansas, first state to form a censorship board, becomes the first state to repeal the censoring act (page 6).

Mel Konecoff

Darryl Zanuck, 20th-Fox production chief, has some interesting data on CinemaScope and other topics; Dumont Laboratories unveil a new TV film system to aid production; and other items are discussed (pages 4 and 18).

Organizations

TOA turns militant, ask for immediate roundtable talks as a result of arbitration deadlock (page 5).

Elmer C. Rhoden, National Theatres president, is named to head COMPO's audience poll campaign (page 5).

Broadcasters vote to oppose toll-TV; Zenith charges NBC, CBS monopoly (page 7).

Eric Johnston, MPAA-MPEA head re-elected, forecasts economic gains (page 7).

Production

20th-Fox signs with CBS to produce 30 TV films based on "My Friend Flicka" (page 4).

ABC and Warners finalize agreement on TV film series (page 6).



Darryl F. Zanuck, 20th-Fox vice-president in charge of production, recently held a press conference in New York and discussed new developments in CinemaScope and the world-wide acceptance of the new entertainment medium. He also reported on his recent European trip. Seen in the right foreground is MOTION PICTURE EXHIBITOR associate editor, Mel "The Pipe" Konecoff.

NEW YORK
By Mel Konecoff

WHEN DARRYL ZANUCK, production head at 20th-Fox, returned recently from Europe, a press confab was in order and the following are some of his observations with much of top news being covered at press time in the last issue.



KONECOFF

CinemaScope installations are proceeding at the rate of 200 weekly. . . . It is just as successful in non-TV areas as in those having TV competition. . . . Startling new developments have been promised in CinemaScope with a demonstration reel for exhibs to be ready by summer-time. Sound as well as screen image will be involved but no alterations in the booth are anticipated. . . . New lenses will be made available to all producers. . . . European producers, once they tried the medium, like it and schedule more and more of their productions in it. . . . Local production there is being encouraged wherever possible. . . . He is violently against CinemaScope features in black-and-white saying practically any subject can be made using color.

Accent on future company productions will continue to be on pre-sold subjects such as hit books, plays, and timely subjects. . . . Audiences are more interested in subject matter than in name casts. . . . More early investing will be handled by the company in plays and books prior to public presentation. . . . Picture schedules will not be held up so that name players can be used but rather the best in casting will be utilized talent-wise. . . . If Marilyn Monroe returns, she may be starred in "Bus Stop," but if she sits out the three years remaining in her contract, she may be sued for damages, he opined.

With regards to shows produced by the studio for TV and sponsors, these will

(*Continued on page* 18)

BROADWAY GROSSES

(As of this Monday)

"Slipper" Still Fits Boxoffice

NEW YORK—Without a single new attraction, most of the Broadway first runs were holding their own over the weekend, with several houses, including Radio City Music Hall and Loew's State, doing outstanding business.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Battle Cry" (Warners). Paramount claimed the 11th week would hit $26,000.

"A Man Called Peter" (20th-Fox). Roxy did $25,286 on Friday, Saturday, and Sunday, with the third week expected to tally $42,000.

"The Glass Slipper" (MGM). Radio City Music Hall, with stage show, garnered $121,600 from Thursday through Sunday, with the fourth week sure of $175,000.

"Mambo" (Paramount). Criterion reported $17,000 for the third week.

"The Wayward Wife" (IFE). Globe claimed $13,000 for the second week.

"Long John Silver" (DCA). Mayfair was down to $10,000 on the second week.

"East Of Eden" (Warners). Astor continued good with $38,000 anticipated for the sixth week.

"Man Without A Star" (U-I). Victoria dropped to $14,000 on the fourth week.

"The Purple Plain" (UA). Capitol was down to $39,000 on the second session.

"Blackboard Jungle" (MGM). State reported a very good $41,000 for the fifth week.

20th-Fox, CBS Set Series

NEW YORK—A far-reaching agreement was concluded last week by 20th-Fox with the Columbia Broadcasting System, whereby the film company will produce a series of 39 television-motion picture films based on the classic "My Friend Flicka" stories. The agreement was reached between Spyros P. Skouras, president, Fox, and William S. Paley, chairman of the board, CBS, with Thomas G. Rockwell, president, General Artists Corporation, negotiating the deal.

The half-hour films will be produced by the new TCF Productions organization in black and white and color at the company's Western Avenue studios. The TCF unit is a subsidiary of the 20th-Fox studios headed by Darryl F. Zanuck, vice-president in charge of production, and is supervised directly by Sid Rogell, Zanuck's executive production manager.

In every program of the series, 20th-Fox will provide added attraction by devoting some segment of the show to new and unusual highlights of forthcoming films being made for the nation's theatres. The incorporation of advanced scenes, star appearances, and clips pointing up the unique locales of many CinemaScope productions, will provide exhibitors with potent trailers.

The large-scale utilization of the television medium to promote theatre exhition of motion pictures is expected to bring about a greater liaison between theatremen and station operators.

TOA Asks Immediate Industry Talk

Rhoden Heads Poll Campaign For COMPO

NEW YORK—Elmer C. Rhoden, president, National Theatres, has consented to act as national chairman of the nation-wide public poll which is to be conducted later this year by COMPO to register the people's choice of the year's best picture, best performances, and most promising young players.

Announcement of Rhoden's acceptance of the post was made last week by the COMPO governing committee consisting of Sam Pinanski, Wilbur Snaper, and Al Lichtman.

Rhoden says he has been given assurances by the heads of the leading national circuits that their theatres will participate in the voting, which will begin Thanksgiving Day and end the night of Dec. 7.

Rhoden said, "This audience award will have other benefits. Unlike the Academy Awards, which express the choice of Hollywood's professional people, these audience awards will give the whole American people an opportunity to express their preferences in entertainment. As a guide to the future, this obviously should be helpful to our producers in planning their productions. The audience awards, moreover, will bring into focus the superior qualities of a number of pictures. This will increase their boxoffice value and make it possible to re-release them during the pre-Christmas period when few if any new pictures are usually available. This should be of value both to theatres and distributors.

The Audience Poll Planning Committee is composed of Mrs. Alice N. Gorham, United Detroit Theatres, chairman; Ralph W. Russell, Palace, Canton, O.; Emil Bernstecker, Wilby-Kincey Theatres, Atlanta; Paul Levi, American Theatres Corporation, Boston; Senn Lawler, Fox Midwest Theatres, Kansas City; Roy E. Kalver, Adams, Decatur, Ind., president, Allied Theatres of Indiana; William A. Carroll, Indianapolis, alternate for Kalver; Frank H. Ricketson, Jr., and Paul Lyday, a member of Ricketson's staff in Fox Inter-Mountain Theatres, Denver.

Hayworth, Columbia Split

NEW YORK—Rita Hayworth has been suspended by Columbia Pictures for failing to report for work on a new picture and beginning legal action to terminate her contract.

Bartley C. Crum, counsel for Hayworth, said that she had made it clear to the company when she signed the contract that she wished to finish work on "Joseph And His Brethren" by June 25, so that she might take her daughter Yasmin to visit her father and grandfather, Prince Aly Khan and the Aga Khan.

Meanwhile, Columbia is said to have served notice that Hayworth cannot work for United Artists until she completes her contract with Columbia.

Last week Hayworth filed suit in Federal Court, asking that the contract be terminated. She asked also for $75,000 as half of the salary due to her.

Dembow Elected NSS President; Robbins Stays As Board Head

NEW YORK—Herman Robbins, president and chairman of the board of directors, National Screen Service Corporation, recommended last week at a special meeting of the board that the two positions be separated into two distinct offices, a chairman of the board and a president, the chairman to be the chief executive officer, and the president to be the chief operating officer.

Robbins, who held the two posts for 25 annual successive elections, had his suggestion praised by the board, and in line with NSS policy of promotion from within the ranks, George F. Dembrow was elected president, with Robbins remaining as chairman of the board. Burton E. Robbins was promoted and elected by the board to succeed Dembow as vice-presdent in charge of sales. He is the son of Robbins.

286 Drive-Ins Charted

NEW YORK—The latitude and longitude of 286 drive-ins have been added to aeronautical charts as prominent landmarks, it was announced last week by Theatre Owners of America.

TOA had been requested last year by the Aircraft Owners and Pilots Association to help secure the exact position of the open-airers as aids to flyers at night. The drive-ins are in 36 states.

FCC Examiner Favors Exhibitor

WASHINGTON—A Federal Communications Commission examiner last week recommended that Columbia Amusement Company, Inc., be given a channel six television station at Paducah, Kentucky. Although the examiner favored Columbia over a competing applicant, Paducah Newspapers, Inc., the latter firm can appeal his decision to the full FCC.

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Exhibs Reverse Stand, Join Allied In Request That Roundtable Talks Precede Stymied Arbitration Task

NEW YORK—Theatre Owners of America last week suddenly reversed its stand that the arbitration question should be settled before the calling of an all-industry conference and lined up with National Allied in demanding a conference now.

The statement said their former position was now "untenable" in view of the "intention of distribution to keep the scope of arbitration and the avenues of relief as narrow as possible." Although the report stated that TOA would remain keenly interested in an industry system of arbitration, it continued, "What is needed now, more than anything else, is immediate and substantial relief from the inequitable conditions of licensing and from the outrageous and prohibitive rentals being demanded by distributors."

TOA claimed that exhibitors were "lulled into complacency" by distribution statements such as those by Al Lichtman at the 1954 TOA convention when he said, "We should and must work together cooperatively and honestly and we should not seek to profit at each other's expense. Our profits should only be earned jointly from the public." The exhibitor organization also claimed that the decision to go along with distribution and settle arbitration before the all industry conference, was based on several statements by Lichtman to the effect that only one point of conflict remained to be settled in the arbitration scheme, and that that point could be quickly cleared up.

"We have learned that what Lichtman said was not so," continued the statement. "Much more than one point separated the thinking of exhibition and distribution. The road leading to completion is far and long, and due to no fault of exhibition."

The statement claimed that distribution, by refusing to listen to the justifiable complaints of exhibitors, has refused to go along with the philosophy that this is an interdependent industry. It calls on distribution to choose the road, saying that one leads to "peace, harmony, and the greatest good for the greatest number; along the other lies strife, jungle warfare, and chaos."

Screen, TV Writers Meet

HOLLYWOOD—Motion picture and television writers last week opened their first national convention here in an effort to correlate the activities of Writers Guild of America, west and east, so that the two units will take the same stand on all issues.

Items on the agenda of the three-day conference include the election of a national chairman for a two year term, who will act as liaison between the two coasts, signing an affiliation agreement between the two organizations, agreement on joint corporate procedures, etc. Paul Franklin acts as chairman.

Kansas Abolishes Film Censorship; First To Come Becomes First To Go

TOPEKA, KANS.—A bill abolishing the 42-year-old Kansas censor board was signed last week by Governor Fred Hall. It will become effective July 1.

The bill, rushed through the state legislature at the last minute and requiring the clock stopping device to give the governor time to sign it, makes Kansas, the first state to set up a censor board, the first state to repeal it. Hope was expressed by many industryites, including Eric Johnston, president, MPAA, that the Kansas action would be followed by the other five states having censor boards, New York, Pennsylvania, Maryland, Virginia, and Ohio.

It is especially hoped that Ohio, whose legislature is now considering legislation to make new censor laws to replace those lately declared unconstitutional, will take the hint.

The Kansas censor laws were also recently declared in violation of the state constitution, although a final decision of the State Supreme Court handed down shortly after the passage of the bill, reversed the lower court decision.

The Kansas board was established in 1913. Abolishing the board will save the industry about $60,000 annually in inspection and license fees, which averaged about $1 per reel, one of the most reasonable of the state censor board fees.

The case involving the constitutionality of Kansas's censor law was started by Holmby, Inc., and United Artists over "The Moon Is Blue." The Supreme Court's decision in favor of the censor board will have the effect of banning the showing of the film until July 1.

COMPO Cites TV Claim

NEW YORK—A TV claim that "television has substantially reduced the time the average family devotes to its newspapers" was cited last week by COMPO as one of the reasons why newspapers should be influencing people to go out of their homes to increase the effectiveness of their retail advertising, in the 41st of the series of COMPO ads in Editor and Publisher.

"In any effort to increase the effectiveness of its retail advertising," the ad says, "a newspaper should have a bright, exciting entertainment page that gives more news about the movies and the attractions at local theatres. This can be an important means of bringing people out of their homes."

"Blackboard" Tagged "Adult"

MEMPHIS — "Blackboard Jungle" will open here on April 22 "For adults only," in violation of a ban by the Memphis and Shelby County Board of Censors, but with the approval of the mayor.

The censor board has no power under the present laws to classify pictures as "for adults only," so the management of Loew's State, which is planning to screen the film under orders from the home office, will be technically liable to arrest if the board does not remove the ban by that time.

ABC, Warners Finalize Agreement On TV Plans

NEW YORK—Warners and American Broadcasting Company last week announced that negotiations for a television-motion picture series were climaxed by the signing of a long term contract between the two companies.

The contract calls for the Warner studios to prepare a series of 39 full hour features, titled "Warner Brothers Presents," each of which is to be based on one of three pictures, "Casablanca," "King's Row," and "Cheyenne." These weekly programs will be completely self-contained stories, and at least six minutes of each program will be devoted to taking the viewers on location, either behind the scenes or on actual outdoor location of a full length Warner feature in the making.

Sales Managers Agree On Need For Kid Films

NEW YORK—The sales managers committee of the MPAA last week agreed that distributors should make every effort to assure that the greatest possible number of films suitable for children are made available to exhibitors.

The sales managers set up a special sub-committee to work with the MPAA in finding out what must be done to increase the effectiveness of the children's film library and to offer more opportunities for the showing of films especially suited to the needs of children.

The sub-committee, consisting of Bernard Goodman, Warners, and Monroe Goodman, Paramount, was formed as a result of requests from exhibitors that more children's films should be made available through the MPAA's Children's Film Library.

The sales managers committee also approved a report from chairman Morey Goldstein on the discussions with defense department officials on the question of distribution arrangements for theatres in military installations.

Goldstein stated that meetings had provided a basis for continuation of discussions of a basis that he felt would be satisfactory to both exhibition and the defense department.

Color Only For C'Scope

NEW YORK—Darryl Zanuck last week expressed the opinion that the making of CinemaScope pictures in black and white would be a step backward, and said that CinemaScope license agreements prohibit its use for black and white productions. "We believe that any picture, no matter what the subject matter, is better if made in color," he said.

Schwartz Mourned

NEW YORK—Herbert J. Schwartz, 68, president, City Stores Company, and member of the board, American Broadcasting-Paramount Theatres, died suddenly last week of a heart attack.

RKO Circuit Earnings Steady, Schwartz Says

WILMINGTON, DEL.—Stockholders of RKO Theatres Corporation were told by Sol A. Schwartz, president, at the annual meeting last week that he is confident business will be good, dependent on the quality and quantity of pictures available.

Earnings in the first eight weeks, he said, were a little ahead of last year, although March was "not quite up to our hopes." The outlook for July, August, and September he called brighter with stronger product in the offing.

Absence of any representative of the auditors at the meeting was protested by stockholder Lewis D. Gilbert, New York, representing 110 shares by proxy, who also objected to the auditor's certificate in the annual report being addressed to the directors and not to the stockholders as well. He said he would use next year's proxy statement to seek election of the auditors by the stockholders instead of by the board of directors. Gilbert further declared he would use the proxy statement if his request that the "custom of sending post meeting reports" be resumed is opposed by management.

Except for Schwartz, who presided, Theodore R. Colborn was the only director present at the meeting. Urging that all directors attend, Gilbert assailed the abscences, particularly that of Albert A. List, who with his family, according to the proxy statement, has a beneficial interest in approximately 30 per cent of the corporation's voting securities.

RKO is now operating 81 theatres and has four leased to others. The number of employes is less than last year. Concessions are operated by a number of concessionaires and RKO believes it attains the highest percentages possible from them. Carpet purchases are competitive. On income, receipts last year were a little better than the previous year, and any reduction in number of theatres reduces not only the gross but expenses as well.

The average price paid on stock acquired through options was $3.99. Advertising expense in 1954 approximated $1,800,000 and was a little less than in 1953. Legal fees were nominal. RKO has no plans to retire more stock.

Reduction of RKO's capital from $3,914,913 to $3,330,936 by retiring 583,977 shares of $1 par common stock was approved by a vote of 2,521,726 shares to 5,894 against. All 2,527,610 shares present were voted for each of the seven directors reelected, Schwartz, Colborn, List, David J. Greene, Dudley J. Layman, A. Louis Oresman, and Edward C. Raftery. Officers were also reelected.

Allied Unit Fights Toll-TV

CHICAGO—Allied of Illinois' board last week appointed a committee to work on gaining exhibitor support in the Chicago exchange area for the Committee Against Pay-As-You-See TV.

They also went on record as opposing two bills recently introduced in the Illinois Legislature. One bill deals with consorship by counties in unincorporated cities, the other would prohibit the construction or maintenance of drive-in screens visible on state highways.

NARTB Will Fight Toll-TV Approval

WASHINGTON—The board of the National Association of Radio and Television Broadcasters last week voted to fight the proposals for toll-TV before the Federal Communications Commission.

The resolution opposed toll-TV because it affirmed that if present television broadcast bands were used for toll-TV, it would "neccessarily diminish and endanger unlimited free reception by the public"; that it would work a hardship on the owners of 34,000,000 television sets who do not now have to pay to see TV; and also because the Federal Communications Commission does not have the power to grant any portion of the television bands to the limited purpose sought by the proponents.

The resolution also goes on to state that subscription television could be provided by other means "without detriment to unlimited public reception of the present system of free television."

The only dissenting vote came from Paul Raibourn, KTLA, Los Angeles, owned by Paramount, which also owns International Telemeter Corporation, one of the groups sponsoring toll-TV.

All the leading networks, CBS, NBC, ABC, and Dumont, were represented.

Zenith Accuses Broadcasters Of Stifling New Development

CHICAGO—Commander E. F. McDonald, Jr., president, Zenith Radio Corporation, last week called the decision of the National Association of Radio and Television Broadcasters to join the opponents of toll-TV an attempt to "stifle a new development that can make possible hundreds of new television stations to compete with them and provide improved television service to the public.

Charging that the NARTB is dominated by NBC and CBS, McDonald stated that a staff study submitted to the Senate Interstate and Foreign Commerce Committee concluded that NBC and CBS enjoy a monopolistic control of the nation's television broadcasting, and said that presuming to speak for the entire industry, a few New York network executives "have now decided that the American public is not to be permitted to use its 34 million television receivers to see first-run Hollywood movies, Broadway plays, etc., despite the public's demand to see them." He claimed that toll-TV would not "deter or interrupt" the present system of broadcasting, but would at most "replace three or four 20-year-old cowboy movies each week with high calibre motion pictures."

Meanwhile, Joseph S. Wright, general counsel, Zenith, accused CBS of aligning itself with the anti toll-TV forces in their action of refusing to permit a paid commercial in favor of toll-TV to be shown on the "Omnibus" program.

Loew's Names Winners

NEW YORK—Loew's International Corporation's third annual "Hall of Fame" awards went last week to Ava Gardner, star of the year; Edouard Sasson, manager, MGM of Lebanon, distributor of the year; and Manuel Angel Fernandez, operator, Roxy and Estrella, Mexico City, exhibitor of the year.

Johnston Forecasts Economic Gains; Stresses Foreign Market Importance

NEW YORK—Further economic gains for the American motion picture industry during the coming months were forecast by Eric Johnston, president, Motion Picture Association, in an annual report published last week.

While noting some "cause for caution," Johnston said "early signs point to economic gains in 1955 which should top the notable progress made" last year.

Factors contributing to this brighter outlook were significant gains in technological developments and their wider acceptance by the public; increased output of high quality pictures; and record earnings for American pictures in overseas markets last year.

Johnston also paid tribute to the motion picture Production Code, which celebrates its 25th anniversary this year.

Emphasizing that the Code "has been a bulwark against the encroachment of political censorship," Johnston stated, "There is no more justification for the governments of free men to bridle the screen than there is to curb the press. The excuse that motion pictures make a more dramatic impact on people and must therefore be policed by bureaucrats is only further tribute to the importance of films as a medium of communication, of information and of entertainment. There are adequate and democratic laws to protect the public from unwholesome films, just as there are to protect society from unwholesome books. Prior restraint on movies is neither needed nor welcome. It can only do a disservice to integrity and understanding."

Growing importance of the foreign market for motion pictures was stressed by Johnston, who is also president, Motion Picture Export Association.

"No nation's film industry," Johnston stated, "can continue to operate independently and on an adequate scale without foreign markets. Nobody's domestic patronage is big enough to permit the industry to flourish as it should."

Johnston noted that the "growing volume of paid admissions abroad to American motion pictures is eloquent evidence of the world-wide appeal of our films."

While emphasizing that the world box-office for American films continued on the upswing, Johnston said that "in its wake have come mounting problems of exchange, taxation, import restrictions, and other forms of discrimination against the American film industry.

"Countries which think they are protecting local film enterprises by erecting barriers against outside competition, are in fact damaging their own industries."

Noting that there are no restrictions on foreign film imports into the United States, Johnston said that "whenever barriers have been proposed, our industry has taken a firm stand against them. The free flow of films around the world must be a mutual concern to all responsible film producers."

Johnston Reelected; MPAA Directors Named

NEW YORK—Eric Johnston was reelected president, Motion Picture Association, last week at the first quarterly meeting of the board of directors of the association.

At the same time, Geoffrey Shurlock, director, Production Code Administration, was elected vice-president; Stanley R. Weber was elected treasurer; and Thomas McNamara was named assistant treasurer.

Incumbent officers reelected were Ralph Hetzel, Kenneth Clark, and G. Griffith Johnson, vice-presidents; Sidney Schreiber, secretary; William H. Roberts, assistant secretary; and James S. Howie, assistant secretary-treasurer.

Directors elected were Johnston; Barney Balaban, president, and Austin Keough, vice-president, Paramount; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists; Jack Cohn, executive vice-president, and Abe Schneider, vice-president, Columbia; Cecil B. deMille, director-producer; James R. Grainger, president, and William H. Clark, treasurer, RKO; Earle W. Hammons, president, Educational Films; Milton R. Rackmil, president, and John J. O'Connor, vice-president, U-I; Hal E. Roach, president, Hal Roach Studios; Herman Robbins, board chairman, National Screen Service; Nicholas M. Schenck, president, and Charles C. Moskowitz, vice-president and treasurer, Loew's, Inc.; Spyros P. Skouras, president, and W. C. Michel, executive vice-president, 20th-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Corporation; Paul Terry, president, Terrytoons; Albert Warner and Sam Schneider, vice-presidents, Warners; Herbert J. Yates, president, and Theodore R. Black, associate general counsel, Republic; and Arthur B. Krim, president, and Robert S. Benjamin, board chairman, United Artists.

Hammett Keeps "Spade"

WASHINGTON—The United States Supreme Court last week refused to consider litigation over who holds the title of "Sam Spade, Private Eye," thus upholding the decision of a lower federal court that Dashiel Hammett, creator of the character, could continue to use him in his stories. Warners had claimed that it had bought full rights to the character.

The Supreme Court also rejected an appeal filed on behalf of RCA by Adlai Stevenson seeking to block the trial of a Zenith-RCA patent suit in Chicago pending the outcome of similar litigation filed in Delaware.

Stock Notes

WASHINGTON—The Securities and Exchange Commission last fortnight reported the following purchases and disposals of film company stock by officials.

Sol A. Schwartz bought 1,000 shares of RKO theatre common stock, raising his holdings to 11,000 shares. William F. Whitman increased his holdings of the same stock to 2,400 shares by the purchase of 500 shares.

Elmer C. Rhoden acquired 1,000 shares of National Theatres common, which increases his personal holdings to 24,300 shares plus 10,255 shares controlled through a holding company.



was this the end of the affair.....

or just the beginning?


In May from Columbia!

The International Scene.....

Canada

FPCC Profits Down, But Position Strong

TORONTO—Profits in 1954 of Famous Players Canadian Corporation, the largest theatre chain in Canada, were down $226,180, but the company is considered to be in a strong financial position. The company operates and is interested in 419 theatres. It had operational earnings of $6,241,121.

According to its financial statement issued recently, the company's current assets were lowered by $1,039,000 because of loans and investments made to its TV and color tube companies. Depreciation, however, was up $1,235,545, compared with $1,156,648 because CinemaScope and VistaVision, which were favorably received by the public, required substantial investments in equipment.

The number of the company's shareholders rose to 8,700, of which 8,560 are Canadian residents, after Paramount International Films, Inc., reduced its holdings to 51 per cent by selling all its shares above that amount.

The report shows that of each boxoffice dollar received by Famous Players, 11 cents of it landed up in the coffers of the amusement tax departments.

The drive-in interests of the company continue to expand, with the company having an interest in four of five such spots in and around Toronto, while it has interests in three others. The report points out that with the decrease in the number of films produced, small neighborhood houses need more program changes. And while TV is hurting business at first, the medium is assisting theatres in the exploitation of new pictures and development of new stars.

Canadian Comment

The Manitoba Board of Censors for Motion Pictures picked up a total revenue of $57,918 in 1954, of which $5,000 was for payment for censorship facilities by the Province of Saskatchewan, which has none of its own, although it has its own censorship branch. The board rejected one picture completely, and ordered cuts in 20 others, out of the 4,644 35 and 16mm. films reviewed. The annual report issued by M. B. Newton, chairman, noted that Manitoba ranked fourth in Canada in per capita expenditures for movies with $7.74, as against a Canadian average of $8.30. The report added that "Ontario was the only province where spending on movies was lower due to increased development of TV."

Both the Manitoba Motion Picture Exhibitors' Association and the British Columbia Theatremen's Association have petitioned their respective provincial governments for reductions in the amusement tax. The Manitoba group pointed out that many theatres were losing money and would be forced to close, with competition from TV accelerating the declining attendance trend. The petition claimed



The first American-made motion picture seen by Barbara and Eilzabeth Pape, Yugoslav orphans now settled in Canada, was Paramount's "Three Ring Circus," at the recent opening of the film at the Lux, Humboldt, Sask., where George Bailey, manager, presented them with photos of Dean Martin and Jerry Lewis, stars of the film.

that if the amusement tax were removed from all tickets of 50 cents and under, many theatres in a marginal position today would possibly be able to operate more successfully. The marginal operations were on the verge of closing. A number of members of the British Columbia group were sent to the provincial capital requesting a reduction from the present 17½ per cent amusement tax, declaring TV as a factor for failing returns. They, too, pointed out that smaller houses would close up unless relief was granted. In neither instance was there any reaction from the governments concerned.

Len Smith was appointed manager, Skyway Drive-In, Stoney Creek, outside of Hamilton. The ozoner is installing a new CinemaScope screen. . . . William Steel, operator of a drive-in outside Vancouver, and his mother were kidnapped, driven to their theatre and forced by a bandit to open a safe and hand over nearly $1,500. They were intercepted at their home after a midnight show.

Control of Canadian Automatic Confections, Ltd., Canada's largest independent concessionaires, has been taken over by Frank H. Strean and Lionel Folger. The two men acquired the stock in four companies held by Mrs. G. N. Heller of Toronto. Strean is president and will continue to direct operations. Folger, who has an equal interest in the companies, will not be active in any way. He is best known for his association with a stockbroker firm in Toronto. Herman H. Heller, who was closely connected with Canadian Automatic's operations, has resigned. Ben Smerling, Confection Cabinet Corporation, Chicago, opened the company before World War II, with Sydney Taube as manager. The late Harry Lahman of Toronto, head of Brownie Chocolates, Ltd., and Dairy Maid Chocolates, Ltd., acquired 50 per cent of the company and became sole owner when he purchased the remaining shares. Strean is 35, married, and has two children. A member of the Variety Club of Toronto, he has also served the Tri-Bell Club as its president for several terms. Strean is a leader in organizing the Tri-Bell's annual charity show, which now aids Muscular Dystrophy.

CINE CHATTER: Empire-Universal Films, Ltd., has filed an appeal against the banning in Saskatchewan of Disney's "The Vanishing Prairie." The picture was ko'd in that province by the censor, Rev. D. J. Vaughan. . . . Showings of films will be tied in with the Stratford Festival this coming summer. Such films as the Canadian-made "The Stratford Adventure" and "Tit-Coq" are expected to be screened. . . . A total of 5,000 shares of Famous Players Canadian Corporation was purchased by four U.S. investment funds operating in the Canadian market. The market value of these shares is $143,125. . . . Gerald Richardson was made a producer-director at Rapid Grip and Batten. Robert Maxwell, producer of TV series on Lassie, expressed hopes of a Canadian film studio when he was in Toronto recently.

—HARRY ALLEN, JR.

Japan Allows Import Of 102 American Films

NEW YORK—Japan last week announced that it would allow the import of 102 pictures from the United States, reported Irving Maas, MPEA Far Eastern representative, now in Tokyo. This is the same number of films as last year.

Maas also reported that the provision on remittances was the same as last year, with a ceiling of $5,200,000 on the amount of money the American film industry can draw out of Japan in one year. It is also provided that American companies with a 70-30 franchise can take out 18.3 per cent of the gross receipts, and those with a 60-40 franchise can take 24 per cent, both being subject to the ceiling clause.

If the percentage of gross surpasses the budgetary ceiling, adjustments will be made, probably the percentage of grosses allowed will be lowered. All companies with the exception of Allied Artists, operate under the 70-30 franchise.

England

Variety Club of Great Britain honored Dr. Roger Bannister at the Savoy Hotel, London. The Helms Trophy for Europe's foremost amateur athlete of 1954, awarded by the Helms Athletic Foundation of America, will be presented to Dr. Bannister by Harold Abrahams, treasurer, British Amateur Athletic Board. Last September, Dr. Bannister performed the opening ceremony at the Hurlingham recreation center financed by the Variety Club.

Mexico

MEXICO CITY—Edward G. Muhl, vice-president, and Gilbert Kurland, studio manager, U-I, arrived here last week to discuss the possibilities of filming some of their productions in Mexican studios. It is understood that U-I has been corresponding with James Field, Churubusco Studios, asking for information about facilities, costs, etc. The executives will leave soon for a swing through Central and Latin America.

"This is the finest picture we have ever run in our theatre!"

LONG GRAY LINE, THE: Tyrone Power, Maureen O'Hara—This is the finest picture we have ever run in our theatre, and that covers a lot of time and a lot of pictures. They'll laugh, cry and be thrilled by this tremendous picture. When the Academy Awards go up for 1955, they cannot overlook the direction, acting, photography, etc., of "The Long Gray Line." You know what to expect from the master, John Ford—this is his greatest. Tyrone Power gives his finest performance, as do all the others in this picture. I sound like a press agent for Columbia pictures, but I assure you that I am not. This picture is great for all theatres, large or small. It will make you proud and happy to stand in your lobby when they come out after the show and say, "This is the best picture I have ever seen. Thanks for bringing it here." I have tried to give you the reaction of the people of this country who are the real movie-goers, not the few who attend the art houses, not the pseudo intellectual reviewers, of whom we have too many, not the people who think that the only good pictures come from Italy or France. This picture is for all the people. I know this because in this college town we have a good cross-section of all walks of life, even though represented by youth, and when they all liked it, then I know a picture is great. I can assure you that college students today are pretty critical—but they placed a tremendous stamp of approval on "The Long Gray Line."—Don Welsey, Lyric Theatre, Blacksburg, Va.

MOTION PICTURE HERALD, MARCH 26, 1955



TYRONE POWER
MAUREEN O'HARA
in JOHN FORD'S
THE LONG GRAY LINE

CINEMASCOPE

Color by TECHNICOLOR

Co-starring
ROBERT FRANCIS · DONALD CRISP · WARD BOND · BETSY PALMER · PHIL CAREY

Screen Play by EDWARD HOPE · Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion · Produced by ROBERT ARTHUR · Directed by JOHN FORD

FROM Columbia!



At the Omaha press preview of Paramount's "Strategic Air Command," General Curtis E. LeMay, commander, SAC, helps June Allyson cut a cake for the ninth anniversary of SAC, while stars Frank Lovejoy and James Stewart watch.



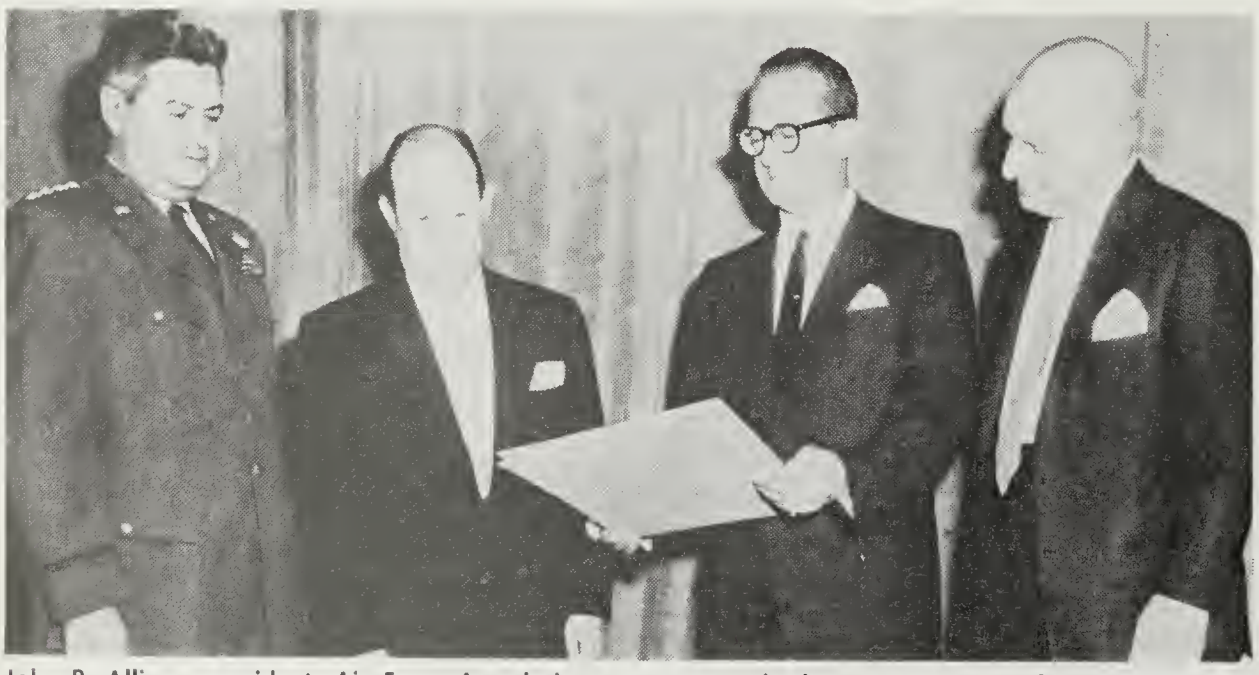
The color guard of the Strategic Air Command appears at the Orpheum, Omaha, scene of the big Air Force show.



June Allyson whispers in the ear of Robert K. Shapiro, managing director, Paramount, New York, where the VistaVision film premiered.



David B. Wallerstein, vice-president, Balaban and Katz, talks to James Stewart, starring in the big VistaVision feature, at the preview.



John R. Allison, president, Air Force Association, presents a citation to Paramount for "distinguished public service" in making "Strategic Air Command." Seen are Gen. LeMay; Allison; Sam Briskin, producer; and Barney Balaban, president, Paramount.

SAC Flying High

PARAMOUNT's "Strategic Air Command," presently drawing top grosses in New York at the Paramount, recently equipped for VistaVision with the world's largest indoor screen, had a special preview recently in Omaha to celebrate the ninth anniversary of the Air Force's Strategic Air Command.

Nearly 100 newsmen, magazine writers, and radio and television commentators, flown from New York and Los Angeles on Air Force transports, took part in the two days of activities connected with the preview. James Stewart, June Allyson, and Frank Lovejoy, who star in the film, were on hand for the festivities, which saw Omaha Mayor John Rosenblatt proclaim a whole week as "Strategic Air Command Week," and Governor Victor E. Anderson congratulate General Curtis E. LeMay, commander, SAC, on the anniversary, and Paramount, represented by President Barney Balaban, on having produced the picture.

The celebrations started with a reception given the guests by the civic and business leaders of Omaha, which was followed by preview dinner at the Blackstone Hotel. This was followed by the screening of the VistaVision feature at the Orpheum for the newsmen, officials, and guests. At this time, the Air Force Association presented Paramount with its annual Citation of Honor for the company's "distinguished public service" in producing the film, which was praised for its "dramatic portrayal of the human element inherent in the combat readiness of SAC."

The next day, newsmen were briefed at Offutt Air Force Base, headquarters of SAC, by General LeMay on the operations of SAC. Other briefings were held later in the Omaha Civic Auditorum, followed by a reception given by the Air Force.



Shapiro, E. K. O'Shea, Paramount distribution vice-president, and General LeMay discuss the feature.



Balaban, left, talks over the special preview with June Allyson and Governor Victor E. Anderson, Nebraska.







Seen, left to right, are marquee, Orpheum, Omaha, where the advance showing was held; June Allyson is hilariously greeted by the Omaha Junior Chamber of Commerce; the crowd pours into the Orpheum for the special showing of the service endorsed spectacle.



Shapiro discusses with Stewart the equipping of the Paramount, New York, with the largest indoor screen in the country for the premiere.



Press representatives get a special briefing on operations and plans given by officers of SAC headquarters at Offutt Air Force Base.

No Merger Planned For Decca And U-I

NEW YORK—No plan to merge Decca Records and its principle subsidiary, U-I, has yet been worked out, declared Milton R. Rackmil, president of both corporations, at the annual stockholders' meeting of Decca last week.

Answering a question by stockholder John J. Gilbert, Rackmil said that if a feasible plan is worked out it will be submitted to the stockholders, but declared that the situation was "very cold."

Rackmil reported that over-all Decca earnings for the first quarter of Decca's record division would increase some 13 to 14 per cent over last year, and that over-all earnings would be better than last year.

Queried about the possibility of increasing dividends, Rackmil said that "an increase in the rate of dividends at this time is not proper, but there is nothing on the horizon to indicate that Decca can not maintain its present dividend rate. When we can pay more dividends, we will."

Following the stockholders' meeting, the board of directors met and elected officers. Re-elected were Rackmil, president; Leonard W. Schneider, executive vice-president; Louis A. Buchner, vice-president and treasurer; Samuel Yamin, secretary; Isabelle Marks, assistant secretary; and Irving E. Weiner, assistant treasurer.

VC To Honor Walsh

NEW YORK—The Variety Club Foundation to Combat Epilepsy will publish a journal for distribution at the Second Annual Heart Award Dinner to be held in the Grand Ballroom of the Waldorf Astoria Hotel on May 2. Richard F. Walsh, president, International Alliance of Theatrical and Stage Employes, will be the guest of honor and will receive the annual Heart Award of the Variety Club of New York.

A journal committee is being organized under the joint chairmen, Edward L. Fabian, former chief barker, and present first assistant chief barker, Tent 35; Herman Gelber, president, Projectionists Local 306; and Tom Murtha, Business Agent, Stage Employes Local 4. The full committee will be announced shortly.

High Court Refuses Anti-Trust Appeal

WASHINGTON—The United States Supreme Court last week refused, without giving any reason, to hear the appeal of the G. and P. Amusement Company, Cleveland, against lower court rulings throwing out its anti-trust suit against several exhibitors and four distributors.

G. and P. was suing Regent Theatre Company, other companies owned by Regent, 20th-Fox, Loew's, Warners, U-I, and a central booking agent, Cooperative Theatres of Ohio, charging that the central booking agent, which included Regent, used its power to back closed situations to secure the best product for the Regent and other theatres, forcing the G. and P. operated Moreland to close. G. and P. had asked that a buying cooperative which combines open and closed theatres be ruled in violation of the anti-trust laws.

Warners Plans TV Series

BURBANK, CAL.—The launching of Sunset Productions as the television film subsidiary of Warners, with Jack Warner, Jr., as production head, was announced last week by Jack L. Warner, executive producer. Simultaneously, the closing of a deal with Vincent B. Evans for an aviation series titled "Men Of The Sky" as the first project of the Sunset Productions program was announced.

The series, bearing the official seals of the Department of Defense and the Air Force, will be 30-minute entertainment dramas woven about stories of air adventure. Covering the entire range of aviation in war and peace, they will be filmed in color and will be made available for the fall market, with bids now being accepted. Preparation of the series is already underway.

EFFG Stock Moving

NEW YORK—A meeting of the officers and directors of the Exhibitors Film Financial Group was held last fortnight, and President Samuel Pinanski reported that the sale of stock was progressing satisfactorily. Present at the meeting were John Rowley, Benjamin Trustmen, Herman M. Levy, Walter Reade, Jr., Alfred Starr, and E. D. Martin.

This Was The Week When.....

The world premiere of MGM's "Interrupted Melody" was held in Melbourne, Australia with Ann Miller attending. . . . RKO concluded a series of sales meetings in southern cities, conducted by Herbert H. Greenblatt, domestic sales manager. . . . Starlets Evelyn Bunn, Laura Brock, and June Edwards launched a 14-city tour in behalf of Columbia's "Three For The Show," in which they appear. . . . W. C. Gehring, executive assistant sales manager, 20th-Fox, began a two-week series of sales meetings, taking him to Chicago, Cleveland, Philadelphia, Atlanta, and Los Angeles.

Leon L. Brandt Associates were appointed United States distributors of the film "Barabbas," winner of the Selznick Silver Laurel Award. . . . Nancy Olson appeared at the New York Paramount to cut a giant cake celebrating "Battle Cry's" record breaking engagement of 11 weeks. . . . The board of directors of National Theatres, Inc., declared a quarterly dividend of 12½ cents per share on outstanding common stock, payable May 5, to holders of record on April 21. . . . Leo F. Samuels, sales manager, Buena Vista, announced 350 bookings for Walt Disney's "Davy Crockett, King Of The Wild Frontier," within two weeks after it was decided to release the picture.

RKO Bounces Back With 18 Top Films

HOLLYWOOD—RKO surged back into contention as a major motion picture company with the disclosure last week by President J. R. Grainger that RKO will have completed, and either in distribution or ready for distribution by Nov. 1, 1955, a total of 18 major film productions.

Each of the productions is in color and in Superscope, CinemaScope, or another wide-screen process. The 18 films, some RKO productions and some independently-produced for RKO distribution, represent a production investment of approximately $25,000,000.

In a message to the RKO sales force, President Grainger declared, "In my many years in the motion picture industry it has not been my pleasure or privilege to present a more attractive array of product to the exhibitors of the world."

The 18 pictures, all in color, set for release are "Underwater!," starring Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson; "Quest For The Lost City," starring Dana and Ginger Lamb; "Escape To Burma," starring Barbara Stanwyck, Robert Ryan, David Farrar; "Rage At Dawn," starring Randolph Scott, Forrest Tucker, Mala Powers; "Son Of Sinbad," starring Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard; "Naked Sea," a documentary in color produced and directed by Allen Miner; "Pearl Of The South Pacific," starring Virginia Mayo, Dennis Morgan, Lance Fuller, David Farrar, and Murvyn Vye; "The Conqueror," starring John Wayne, Susan Hayward, and Pedro Armendariz; "The Boy And The Bull," starring Michel Ray, Joi Lansing, Rudolpho Hoyos, Fermin Rivera; "Flight From Bengazi," starring Richard Conte and Victor McLaglen; "The Treasure Of Pancho Villa," starring Rory Calhoun, Shelley Winters, Gilbert Roland; "Texas Lady," starring Claudette Colbert; "Glory," with an all-star cast to be produced and directed by David Butler; "Tennessee's Partner," a Benedict Bogeaus Production; "Love's Lovely Counterfeit," starring Barbara Stanwyck; "High Destiny," and all-star production to be produced by Sam Wiesenthal and Gene Tevlin; "Great Day In the Morning," an Edmund Grainger Production with an all-star cast; and Howard Hughes' "Jet Pilot," starring John Wayne and Janet Leigh.

No TV Coexistence—Starr

WASHINGTON—"Free television and coin-box television cannot co-exist. One must drive out the other in order to survive," said Alfred Starr, co-chairman Organizations for Free-TV, last week.

Speaking to the capital's newspapermen at a National Press Club luncheon, he claimed that purchasers of TV sets will "raise a howl clearly heard in Washington when they learn that they will have to buy a decoder and then pay for programs that they now see for nothing."

Blasting statements that toll-TV is a broadening of broadcasting, Starr claimed that "subscription television is absolutely pre-emptive," as no station can broadcast two programs at the same time and producers of entertainment will take their programs to the highest bidder.

Ready NOW...when you need it!



BARBARA STANWYCK
ROBERT RYAN · DAVID FARRAR
in

ESCAPE TO BURMA

with
MURVYN VYE · LISA MONTELL
ROBERT WARWICK · REGINALD DENNY

Print by TECHNICOLOR

THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN

Distributed by RKO RADIO PICTURES

Directed by ALLAN DWAN • Screenplay by TALBOT JENNINGS and HOBART DONAVAN • Produced by BENEDICT BOGEAUS

One of a series of three Magazine Ads

FROM RKO THE SHOWMANSHIP COMPANY

Trans-Lux Income Up, Stockholders Are Told

NEW YORK—Trans-Lux Corporation last week reported net profit of $184,612 for 1954 as against $170,233 in 1953. Operating profit was reported at $217,166, while ether income amounted to $19,117 and federal and Canadian income taxes to $51,670. For 1953, operating profit was put at $197,771; other profit, $24,617; and taxes, $52,164.

Trans-Lux gave notice of its annual meeting of stockholders, to be held on April 28. Management will propose 12 directors for election, Chester Bland, Harry Brandt, Richard Brandt, Robert Daine, Jay Emanuel, Percival E. Furber, Percy N. Furber, Aquila Giles, Edison Rice, Jacob Starr, Ralph Weiner, and Milton C. Weissman, all presently members of the board.

Trans-Lux officers and directors received a total of $136,084 in remuneration last year, with Percival E. Furber, president and board chairman, receiving $30,920. The company reported that 11 of 14 Trans-Lux theatres have been or will be equipped with wide-screens and stereophonic sound.

In 1954, the company purchased 20,000 shares of stock on the open market at $3.50 a share. The end of the year saw 570,000 shares of common stock issued and outstanding.

UJA Drive Leaders Named

NEW YORK—Adolph Schimel, U-I vice-president and general counsel, last week named the members of the industry who will serve on the steering committee of the motion picture and amusement division, United Jewish Appeal of Greater New York. Barney Balaban, Paramount; Robert S. Benjamin, United Artists; Harry Brandt, Brandt Theatres; Simon H. Fabian and Samuel Rosen, Stanley Warner; Spyros P. Skouras, 20th-Fox; and Jack Cohn, Columbia, are the men who will assume the executive roles in coordinating all phases of the industry for the 1955 UJA drive.

N.Y.U. Honors Kramer

NEW YORK—New York University honored producer Stanley Kramer last week at ceremonies attended by educational leaders, film executives, and NYU alumni.

Citing Kramer for his film achievements were Chancellor Henry T. Heald, Dean William B. Baer, College of Arts and Sciences, and Professor Robert Gessner, chairman, motion picture department.

United Artists executives attending the ceremony were headed by Robert S. Benjamin, board chairman. Kramer graduated from NYU in 1933.

UA Names Foreign Heads

NEW YORK—Arnold M. Picker, United Artists vice-president in charge of foreign distribution, last week announced three key appointments involving the company's operations in Latin America and Europe. Arthur Ehrlich, formerly the foreign department's traveling auditor, has been appointed manager in Panama. George Kallman, former manager in Panama, has been named to a similar post in Peru. Isidro Rosenfeld, formerly manager in Peru, has been transferred to the Continental division in Paris.



S. H. Fabian, Stanley Warner president, recently sailed for a survey of European exhibition and production opportunities for Cinerama. Mrs. Fabian accompanies him on the trip that will include England, France, Holland, and Israel.

New England Group To Fight Toll Television

BANGOR, MAINE—Leon P. Gorman, general manager, WABI and WABI-TV, Bangor, Maine, last week announced the founding of the New England Broadcasters for Free-TV, aimed at coordinating the efforts of radio and television stations personnel in New England to demonstrate to the FCC that pay-TV is not in the public interest.

Gorman predicted that "once the 'coin-box boys' get their feet in the door, TV as we know it today will disappear because pay-as-you-see TV must have public acceptance, even more so than programs received free of charge." Gorman stated that they would get that acceptance by raiding the networks for all the present top attractions.

Gorman said his organization would concentrate on consolidating opposition to toll-TV among elements directly connected with the broadcasting industry, and would cooperate with other Organizations for Free-TV.

FCC Shuns Involvement In Zenith, "Omnibus" Fight

WASHINGTON—The Federal Communications Commission last week declared that it had no jurisdiction in Zenith Radio Corporation's dispute with CBS over the network's refusal to allow Zenith to present advertising copy in favor of toll-TV.

The FCC claimed that it had no jurisdiction over programming, business arrangements between licensees and their customers, or over network methods, except in prohibiting a licensee to tie himself so exclusively to a network as to make it impossible to render a community service and operate in the public interest.

Zenith, owner of the Phonevision process, charged CBS with slanting programs on opposition to toll-TV and refusing to accept commercials stating the other side. CBS answered that the advertising copy offered for April 3 and April 10 programs, and refused, indulges in a controversial discussion which does not relate to the products or services of the sponsor or of "Omnibus."

Zenith will no longer share the sponsorship of the program.

Reade, English Exhibs To Discuss Problems

NEW YORK—Walter Reade, Jr., announced last week that he would meet theatremen from the United Kingdom following the completion of the French film exhibition at Cannes.

Reade, who will attend the Cannes meeting, will discuss "mutual industry problems" with officials of Cinematographic Exhibitors Association, and it is thought that the plan, advanced by Alfred Starr, chairman, TOA executive committee, for an international exhibitor union will be one of the subjects under consideration.

Starr reported in January that he had been corresponding with John Davis, managing director, J. Arthur Rank Organization, about the project, and it is believed that initial groundwork of an affiliation between United States and Canadian exhibitors was laid when Starr was invited to be the principle speaker at the convention of Theatre Owners of Quebec last month.

At present, CEA and TOA have been exchanging information sporadically, and following a two-month trip in Europe last summer, Starr recommended to the TOA convention that the formation of world-wide exhibition for discussion of mutual problems be considered.

TOA's general counsel, Herman Levy, expects to visit Europe in August, and it is understood that he plans to contact various exhibitor organizations as liaison for TOA on the proposal.

About People

NEW YORK—Harry Joe Brown and Sid Rogell have been elected vice-presidents of both the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers. The organizations announced jointly that Brown and Rogell will serve as the west coast representatives of both groups. Brown and Rogell were elected to their new posts at meetings of the boards of directors of the Pioneers and the Foundation attended by Jack Cohn, Harry J. Takiff, Marvin Kirsch, Sam Dembow, Gus Eyssell, William German, Abel Green, John O'Connor, Herman Robbins, and Sam Rinzler.

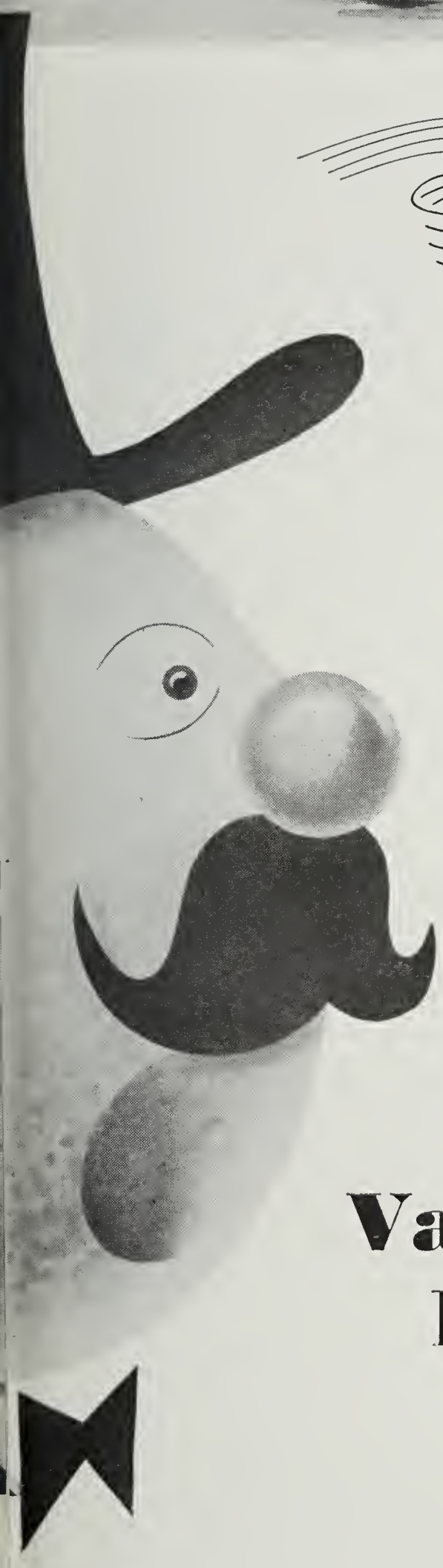
BURBANK, CAL.—Jack L. Warner, executive producer, Warners, last week announced the appointment of Gary Stevens as general manager, Warners' television division, which will produce the "Warner Brothers Present" series of full-hour feature pictures to be telecast weekly over the ABC-TV network. Warner also announced that Art Silver will be charge of the "Behind The Scenes" subjects which will be shown with each of the features. He further stated that Solly Baiano, formerly head, Warners' studio casting department, will be in charge of casting for all units of the company's television division.

CHICAGO—Marilyn L. Friedel has rejoined the staff of United Film and Recording Studios, Inc., Chicago, as national director of public relations after an affiliation with U-I in Hollywood. The announcement was made by William L. Klein, president and executive producer.



CAL-I-FOR-NIA, HERE WE COME.....

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MAKE
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RESERVATIONS
NOW
FOR

Variety Clubs International 19th Annual Convention

MAY 4-7, 1955
TENT #25
AMBASSADOR HOTEL
LOS ANGELES 5, CALIFORNIA

REGISTRATION INFORMATION

FEES:

BARKERS $45 - BARKERS' WIVES $30

Mail your request for hotel accommodations together with check as soon as possible. Reservations are being made in order received.

MAKE CHECKS PAYABLE TO:

VARIETY CLUB TENT #25

SEND ALL CORRESPONDENCE TO:

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CHAIRMAN
Variety Club, Tent #25
Ambassador Hotel
3400 Wilshire Boulevard
Los Angeles 5, California

In The Newsreels

IN ALL FIVE:
Easter throughout the world.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 32) China Sea: Seventh Fleet on alert. Palo Alto, Cal.: Flying platform tested by navy. Washington: President opens baseball season. Augusta, Ga.: Masters Golf tournament. France: Peter Townsend wins horse race. France: Motorcycle race.

NEWS OF THE DAY (Vol. XXVI, No. 266) China Sea: Seventh Fleet on alert. Palo Alto, Cal.: Flying platform tested by navy. Augusta, Ga.: Masters golf tournament. France: Peter Townsend wins horse race. Daytona Beach, Fla.: Aqua champs.

PARAMOUNT NEWS (No. 69) The Philippines: New earthquakes. France: Peter Townsend wins horse race. Washington: President opens baseball season.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 664) Palo Alto, Gal.: Flying platform tested by navy. Seaside, Cal.: Tree toppers. Washington: President opens baseball season. Daytona Beach, Fla.: Congressional baseball sets game back 100 years. Daytona Beach, Fla.: Aqua champs.

WARNER PATHE NEWS (Vol. 26, No. 71) India: Sect ends 400 years self-exile. China Sea: Seventh fleet on alert. Palo Alto, Cal.: Flying platform tested by navy. France: Peter Townsend wins horse race. Washington: President opens baseball season.

IN ALL FIVE:
England: Churchill resigns.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 31) Glasgow, London, and New York: Premieres of "A Man Called Peter."

NEWS OF THE DAY (Vol. XXVI, No. 265) Philippine Islands: Earthquake. Formosa: Secretary of Army Stevens inspects Chiang Kai-Shek's forces. Yucca Flat, Nev.: Atomic guided missile. France: Train sets speed record. Calistoga, Cal.: Rocky Marciano trains. Marineland, Cal.: New device to protect skin divers.

PARAMOUNT NEWS (No. 68) France: Train sets speed record. Hollywood, Cal:. Italian Foreign Minister Martino hosted by Association of Motion Picture Producers.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 663) Philippine Islands: Earthquake. France: Train sets speed record. Saigon: Indo-China refugees. Calistoga, Cal.: Rocky Marciano trains. Monterey, Cal.: Motel for sea lions. Illinois: Cat mothers fox cubs. Germany: Animal circus in Berlin.

WARNER PATHE NEWS (Vol. 26, No. 70) Washington: President signs Paris pacts. Saigon: New strife rocks South Indo-China. Germany: Animal circus in Berlin. Weston, Conn.: Pretty and practical hats.

Grainger Goes Superscope

HOLLYWOOD—Arrangements were completed last week between Edmund Grainger Productions, Inc., and Superscope, Inc., for the shooting of all six of Grainger's forthcoming productions in Superscope.

Following his arrangement with Joseph and Irving Tushinski, heads of Superscope, Grainger announced that all six were to be in color also.

"The Prodigal"

Charles Schnee's first production in Eastman color and CinemaScope comes off a sumptuous hit. An adaptation from a Bible story, "The Prodigal," will please all audiences and is a film they will remember. Such scenic beauty, pomp, and pageantry have seldom been seen in motion pictures. The color is superb. Director Richard Thorpe has done an outstanding job. Star values are strong with Lana Turner, Edmund Purdom, and Louis Calhern to lead off, and there is plenty of action. This should be boxoffice all the way. A tip of the hat to MGM for this one.

—JAY EMANUEL.

Konecoff

(*Continued from page 4*)

contain healthy plugs for forthcoming company pictures to be released in theatres, and all contracts have that provision in them. . . . Special and interesting footage will be used for these plugs which should stimulate audiences in 50,000,000 homes into renewed interest at the boxoffice. . . . There is a definite need to develop new screen personalities. . . . He is not opposed to participation deals by talent, and would like one himself.

PRODUCERS PARAGRAPH: Last week saw the Allen B. DuMont Laboratories unveil a TV-film system utilizing a blending of electronic television and motion picture cameras with a common optical system. This is known as "Electronicam." In other words, when this camera is used, everybody concerned can see the set-up on a nearby screen exactly as the camera sees it and as it will appear on the finished film. For you front office supervisors, it's possible to install a remote monitor in your office so that you can check up on set activities.

Doubtful "takes" and "re-takes" can be eliminated and continual focusing via an electronic viewfinder is possible during the enactment of a sequence requiring motion, with no stopping necessary.

Dave Miller Retires As U-I Branch Head

BUFFALO—A host of area industryites, U-I home office executives, and friends wished Dave Miller well early this week at a testimonial dinner in honor of the retiring branch manager given by the Buffalo Variety Tent.

Miller's career in distribution encompasses 35 years with U-I, primarily in the Buffalo and Cleveland territories, as salesman, district manager, and branch head. He also served as the first chief barker of the Buffalo Variety Club unit.

In a unique gesture of respect, U-I announced that Miller would receive a weekly pay check despite his retirement, plus the use of an office in either the Cleveland or Buffalo branch, whichever he chooses, in which which he can work as much or as little as he desires.

Myron Gross, Cooperative Theatres, and William Dipson, Dipson Theatres, served as co-chairmen of the testimonial affair at the Hotel Statler, Miller received several gifts.

LETTERS

Gentlemen:

I have been back in the theatre business for well over a year now and have enjoyed every minute of it. I won't bother you with a personal history or a long story, for my main reason for writing you is to tell you how much I enjoy MOTION PICTURE EXHIBITOR. I particularly enjoy the Physical Theatre section and the editorials. The EXHIBITOR has proved to be a valuable source of information for me as well as enlightening with regard to the new trends in theatre business. The Servisection is another item I find extremely useful and I am sure any other theatreman will say the same. All in all, I think the EXHIBITOR is a mighty fine publication and I am looking forward to many years of highly informative reading and enjoyment with my copy each week.

F. A. PHILLIPS, *Manager*
Nortown

Flint, Mich.

The cameras, which will be leased to filmmakers by DuMont, can be used with CinemaScope, VistaVision, Todd-AO, Cinerama, etc., it was claimed, and both color and black-and-white in both 16mm. and 35mm. can be utilized.

DuMont claimed that if TV techniques are utilized with this camera, huge savings in production can be effected. Multiple units and monitor screens can be used, and the scene can be taken from different angles by the different cameras simultaneously, and the director and editor can select the best version while editing and assembling. Scenes can be rehearsed and the final result seen on the TV monitor before the actual film is exposed.

Black-and-white filmed sequences as well as those in color were demonstrated. The former could have been a little sharper in definition between the black and the whiteness in the settings, while the color was fairly good, comparing with that in some of the lower budgeted films to emerge from Hollywood. The demonstration footage was not sufficient to pass final judgment and was reported to be 16mm. and not 35mm.

ALL-OUT FOR CINEMASCOPE: To those theatres who have yet to install CinemaScope, we offer the following idea as presneted to us by 20th-Fox trade press contact, who swears every word is true.

In the town of Zahle, Lebanon, population 25,000, the local exhibitor switched to four-track CinemaScope and booked "The Robe" as his initial feature. At opening time, a lamb was slaughtered at the entrance to the theatre and while prominent townspeople and local personalities entered, the owner of the theatre, his brother, and all the employes executed a fancy dance around the lamb.

Following this a symbolic amount of blood from the lamb was poured on the steps of the theatre for luck and for a bright future for CinemaScope. It must work, for the last report from Zahle had "The Robe" in six days tallying up a record 1,000 per cent business increase over any previous booking.

Just shows what a little blood and CinemaScope can accomplish. It looks like an unbeatable combination.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising







Win Min Than, seated, Burmese actress who makes her screen debut in UA's "The Purple Plain," is seen on the left, looking over campaign materials for the film's three-theatre Miami, Fla., bow with executives of Florida State Theatres, standing, left to right, Howard Pettegill, Matty Tyleck, Al Weiss, Harry Botwick and Al Glick; in the center, the Oriental beauty is seen entering the bannered convertible Packard placed at her disposal while she was in for the premiere at the Coral, Sheridan, and Paramount; and, right, Botwick and Win Min Than with a jumbo welcome.

Theatre-Store Link Stressed In Tieup

CHATHAM, ONTARIO—Harry Wilson and Frank Reid, managers, respectively, Capitol and Center, promoted four pages of co-op advertising in the Chatham Daily News to launch their "Spring Festival Of Hits," which is expected to give a general lift to Chatham business, for surveys conducted have proven that movie houses and business are closely linked. An outstanding picture, one report reveals, can be responsible for a general downtown business increase because of a concentration of movie-goers attracted. Before or after the show, movie-goers like to window-shop, and, no doubt, many decisions to purchase certain articles are made during such leisurely trips.

The survey quotes one businessman as saying that he sold more than $3,000 worth of electric refrigerators to women who made their decisions going to or leaving the movies. He mentioned a case in point where a couple decided on a certain refrigerator with a label which they had noticed in the store window going to the show. The following week the couple went to the store. The businessman tried to demonstrate the merits of another refrigerator. The woman's reply was, "No, I want the one with the label, the one I decided I wanted the night we went to the show."

The survey further points out that theatres create a traffic pattern that entices buyers to the center of a business community, whether it be a town or city. When a theatre has to close for different reasons, it further states, business people are among the first to make representations to have it reopened. Both Wilson and Reid pointed all this out to the merchants and urged them to keep their store windows well lighted during the "Spring Festival Of Hits" for the benefit of the window-shoppers and to create a more gala, well-illuminated setting for the business building endeavor.

Book Bally Boosts "Hunter"

NEW YORK—A national co-op promotion that will boom United Artists' "The Night Of The Hunter" in drug stores, book stores, and at newsstands throughout the country has been set with Dell Publications, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation.

Pegged on Dell's new 35-cent edition of "The Night Of The Hunter," best-selling suspense novel on which the United Artists release is based, the campaign will employ a variety of special selling aids.

Among the accessories are two styles of window cards, luminous window tapes for stores and boxoffices, and a 41 by 28 truck banner that will be used by distributor fleets in every exchange area.

The promotional program features big-space window and counter displays that will spotlight "The Night Of The Hunter" with book builds, scene stills, and playdate announcements.

"Blackboard Jungle" Trailer Satisfies School Board

NEW BRUNSWICK, N. J.—The RKO recently used an interesting device to maintain its cordial relations with the local school body. When MGM's "Blackboard Jungle" was booked into the theatre, the school authorities expressed some concern. A meeting was held with the educators and everybody was happy when it was agreed to run a special trailer at the conclusion of each showing of the film.

The trailer read, "To Our Patrons. The school and situations you have just seen are NOT to be found in this area! We should all be proud of the facilities provided for OUR youth by the Public Schools of New Brunswick and the Middlesex County Vocational and Technical High Schools. We suggest a visit to any of the fine schools in our city and county. Your interest will be cordially welcomed."

Full Page Ads Help "Command" Premiere

NEW YORK—The attention of the millions of newspaper readers throughout the metropolitan area and the various other areas reached by the city's seven dailies last week was being directed by full-page advertisements to the "spectacular new presentation" of VistaVision on the "world's largest theatre screen," starting with the world premiere here this week of Paramount's "Strategic Air Command."

First of the spectacular spreads about the "great new world of entertainment" which will be ushered in by the New York Paramount appeared on the back pages of the Herald Tribune and the World Telegram and Sun on April 11. Purchased by Paramount to focus public attention on "a history making event, an entertainment first," the ad included diagrammatical descriptions of two of the major factors which make possible this presentation: the huge, new curvilinear screen now being installed at the Paramount, and the new specially designed VistaVision horizontal projectors which allow projection over a far greater screen area than ever before possible.

The ad also appeared in the Daily Mirror and the Times, Journal-American, Daily News, and the Post. It tells readers: " . . . You will see and feel for yourself how VistaVision transcends all other large-screen processes by as wide a margin as the talking picture transcended the silent one. And you'll understand why the Motion Picture Academy of Arts and Sciences gave VistaVision its special award this year."

Also in line with long range promotion on the film, Air Force, the magazine of American airpower, has in its April issue a three-page illustrated story on the film by Jimmy Stewart.

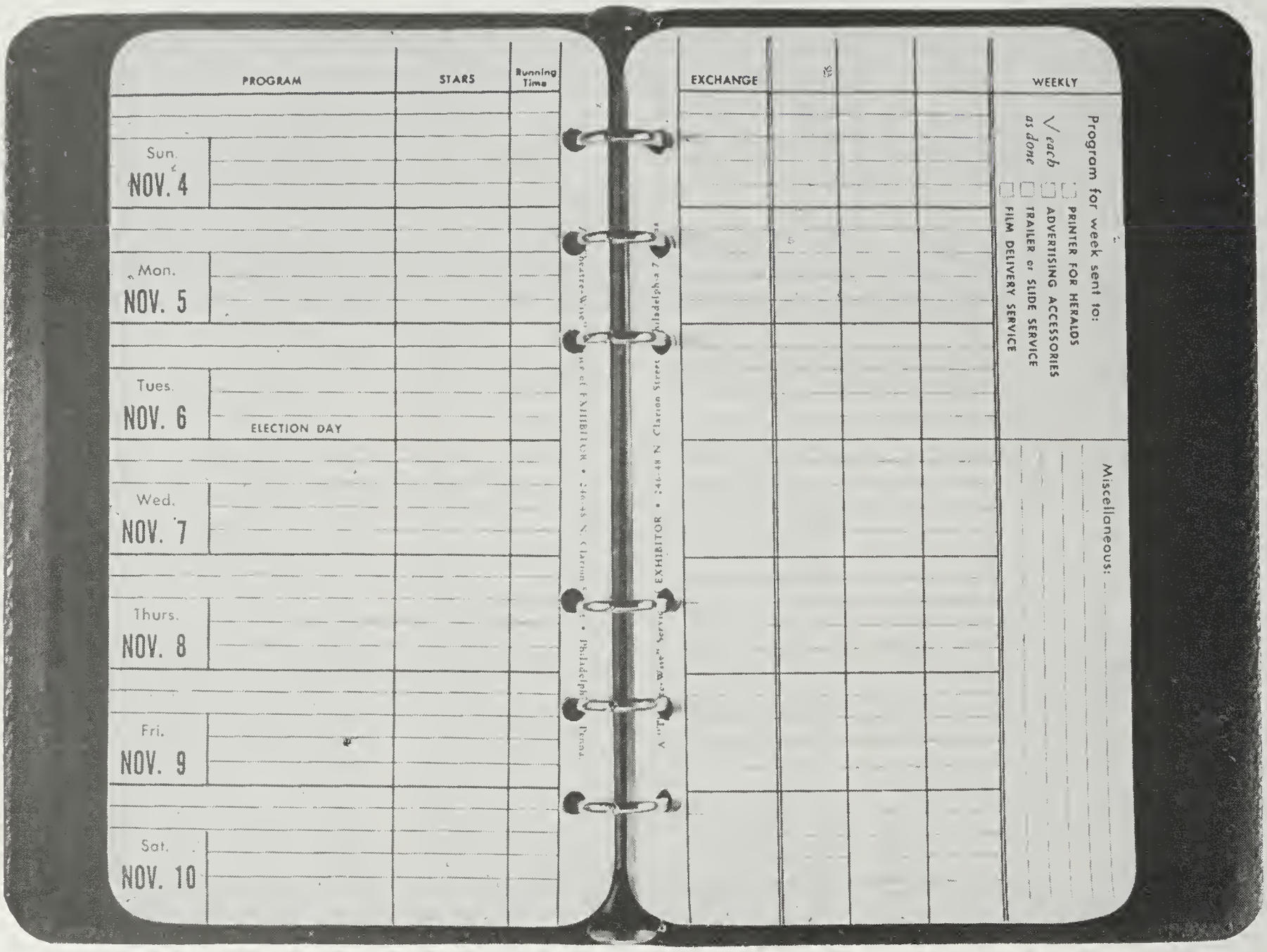
The public debut on April 21 of the film at the Paramount will be preceded the evening before by a special invitational world premiere put on by Paramount and the Air Force Association.

NOW READY!

The *NEW* 12 Month Set of Booking Sheets for the full year starting: *JUNE 26, 1955*

"Pocket-Size" DATE BOOK

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.



The above illustration is greatly reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

PRICE: 60c per yearly set of sheets, without binder
(Including Postage)



"Pocket-Size" BINDER ⇨

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

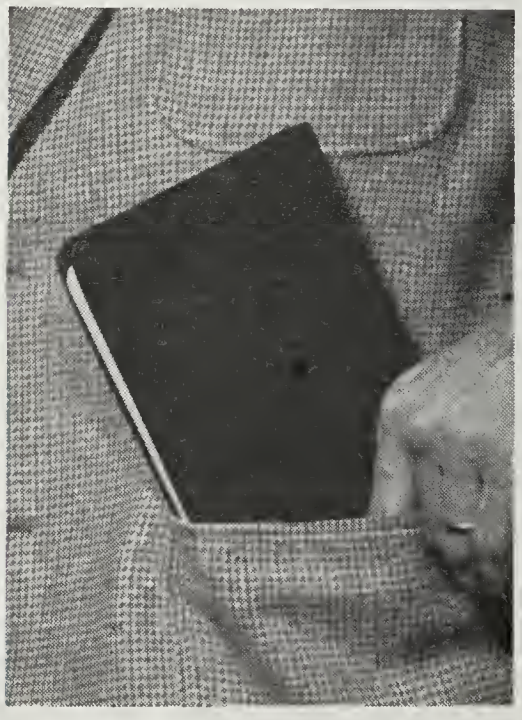
PRICE: $1.25 each

⇦ *"Pocket-Size"* ZIPPER CASE

A yellow, genuine Pig-skin, zipper enclosed, small briefcase, equipped with 6-rings and thumb-tip closure. All features of the above binder and two inside pockets for the safe-keeping of loose papers.

PRICE: $4.00 each (Tax included)

UNEXCELLED QUALITY . . . for the theatre executive who prefers a small, compact DATE BOOK



NOTE TO THEATRE SUBSCRIBERS: ***The above Forms and Binders are designed, prepared and warehoused as a PLUS-SERVICE to you, our friends. They will not be sold to anyone else at any price!***

NEWS OF THE Territory

BRANCHES

Atlanta

Johnnie Sims was added to the sales force at Capital City Supply Company. . . . Oscar Howell, president, same company, checked in after a business trip from the city. . . . Racial segregation regulations is the main reason given for the dropping of Miami, Fla., from the Cinerama expansion plans of Stanley-Warner. For some time Miami and Miami Beach, Fla., have been under consideration for Cinerama in both the Sheridan and Olympia theatres. The two houses were studied for conversion. Now the possibility of making them over is gone. One of the reasons given for the withdrawal was that "segregation in the south works against permanent installations in these territories." It is feared that with at least half of the population barred from the theatres, the potential drawing power will not be as great for the long runs required. . . . Mrs. Faye Lenkeit, Allied Artists Southern Exchanges, has resigned from the company to live in Florida.

S. A. Newton is new owner, Dixie, Jacksonville. . . . Gene Blue is the new owner, of the theatre in Jackson, Ga., from L. J. Brown. New name will be the Town.

An extensive modernization program is being completed at the Coffee Drive-In, Enterprise, Ala. Manager Clark said that he would install CinemaScope. . . . A cash box containing $71.29 was taken from the boxoffice of the Paramount, Goldsboro, N. C.

The University of Alabama, Birmingham, Ala., Bureau of Business Research, reports that theatre receipts in the state for December were down 10.7 per cent when compared with those for November. . . . Burglars entered the Pala and Fox Twin Drive-Ins, Pensacola, Fla. They broke into the cigarette machines at both places and stole coin receptacles and their contents. Total loot taken was $20.

H. C. Cunningham is the new owner, Ritz and Skyland Drive-In, Woodbury, Tenn. . . . WOMPI welcomed four new members into the local club at their monthly meeting held at the Atlanta Variety Club, Mrs. Bernie Shapiro, Southern Poster Printing Company; Charlotte Ayers, Buena Vista; and Gwen Latham and Greta Flowers, Loew's, Inc. . . . The new Grove Hill, Grove Hill, Ala., has reopened with Mrs. J. K. Kellen as manager and seating enlarged to 350.

This month marked the 28th anniversary of William Griffin in the motion picture business in Cullman, Ala. He broke into the game in Cullman as owner and manager, Strand. Griffin now owns the Ritz and Cullman. He closed the Lyric in 1950. Bill was a former president,



Boyd Fry, Loew's Grand, Atlanta, recently developed the above impressive advance street bally for U-I's "Man Without a Star."

Alabama Theatres Association. . . . Bryon Adams, branch manager, United Artists, was back at his office after visiting in Florida. . . . The Mary Drive-In, Cherokee, Ala., has opened for the season. Purchase of a dime box of popcorn entitled each adult to free admission on the first two opening nights. . . . John L. Damm was appointed as manager, Princess, Mount Dora, Fla. For several years he operated his own drive-in at West Palm Beach, Fla., and more recently was associated with theatres in Leesburg, Fla.

George L. Williams, projectionist, Malco, Memphis, and former owner, Tri-State Theatre Company, Memphis, and wife are spending a month in Miami, Fla. While in Florida, they visited friends in Lake Eustis and Daytona Beach. . . . Independent Theatres, Chattanooga, Tenn., is spending $10,000 on remodeling the Riviera, North Chattanooga, but no plans have been announced for the neighborhood house. Facade and lobby improvements include a canopy-type marquee. . . . Independent Theatres have opened their Look-Out Drive-In, revamped after the winter closing.

Southeastern Festival Planned In Three States

ATLANTA — Plans for a month-long "Southeastern Movie Festival" were launched at a meeting of the Motion Picture Theatre Owners and Operators of Georgia at the Atlanta Variety Club. Houses in Georgia, Florida. and Alabama will cooperate May 16 to June 16 when top movies will be shown simultaneously.

Stars including Yvonne de Carlo, Zachary Scott, Sterling Hayden, and Chill Wills will make personal appearances in this area as a festival feature.

New pictures to be shown will include "Daddy-Long-Legs," "Strange Woman in Town," "Sea Chase," "Cell 2445 Death Row," "The Far Horizons," "The Eternal Sea," and "Shotgun," exhibitors and distributors were told here. J. H. Thompson, Hawkinsville, Ga., president, MPTOOG, outlined plans to the luncheon in Atlanta. The group plans a kick-off luncheon on May 17 with mayors from towns all over the three states.

Georgia Theatres is the new owner, Prince Avenue Drive-In, Athens, Ga., from Bill Henderson. . . . Harry Willard, special representative, Jim Handy, Detroit, was in visiting. . . . Herman Rhodes, drive-in owner, was back after visiting his father in Greensville, S. C. . . . Tom Miller's drive-in, Park-View, Muscle Shoals, Ala., closed for screen repairs.

Mrs. Frankie English was named WOMPI of the Year at a dance at the Variety Club. She received what will be known as the Laura Kenny Award. It is based on loyalty in attendance of meetings, willingness to work, individual achievement in service, and interest in the promotion of WOMPI ideals. Mrs. English is on the board, national insignia committee, and has been nominated for national regional director. Grover Fuller acted as master of ceremonies. The Wompettes, composed of Mrs. Shirley Smoak, Mrs. Jackie Cowart. Mrs. Harriett Duval, Miss Doris Honea, Miss Ernestine Carter, and Miss Greta Flowers, gave their impression of the Radio City Rockettes. Mrs. Betty Rary, Miss Martha Carter, and Al Corley sang. Another entertainment feature was the exhibition tango by Mr. and Mrs. Charles Hinton. The net proceeds from the affair will be used to help defray expenses to the national WOMPI convention in September at New Orleans.

A request for a permit for a new standard radio broadcasting for Marietta, Ga., has been sent to the Federal Communications Commission in Washington.

Charlotte

The news of interest among theatre people, exhibitors, etc., was the MGM Theatre Workshop at the Hotel Charlotte for theatre owners in North Carolina and South Carolina. Mike Simons, MGM public relations official, was in charge of the workshop. The two day exhibitors' meeting was concluded after a general session at which Alfred Starr, Nashville, Tenn., spoke. Starr is former president, Theatre Owners of America. 400 members from the Carolinas were in attendance. A bitter blast against proposed pay-as-you-see television was fired by Starr, who said the proposals were "a scheme to put a boxoffice in your parlors. If the Federal Communications Commission goes along with requests of patent holders, everything you want to see you will pay for; you will be in the slot machine business right in your homes." Starr said he "admitted he had a selfish interest" in that toll TV would mean that motion pictures now being shown in the theatres would be televised directly to homes. "But I'm happy to say that my interest coincides with the public interest." Starr was principal speaker at the morning's session. The afternoon session was devoted to discussions of various theatre issues and problems. C. A. Dandelake, Tarboro, president, Theatre Owners of North and South Carolina, presided.

Mrs. Max Reinhardt, Reinhardt Enterprises, Inc., reports that the Capital, Kenansville, N. C., is installing CinemaScope and will open as soon as this installation is completed. . . . David



Jeff Livingston, U-I eastern advertising manager, was the principal speaker at the recent annual managers' meeting of Stewart and Everett Theatres, Charlotte. He is seen here discussing the company's promotion plans with, seated, left to right, James Greenleaf, U-I Charlotte branch manager; L. R. Gilland, Jr., S and E film buyer; C. B. Trexler, vice-president; E. R. Stellings, president; Perry Reavis, Jr., advertising manager; and Bill Cunningham, eastern district manager.

Williams, salesman, IFE, is touring the western part of North Carolina, promoting IFE Releases.

The following drive-ins are reopening for the summer season, Pungo, Pantego, N. C., Thornton Sawyer, owner; Sundown, Greensboro, N. C.; Kitty Fork, Clinton, N. C.; Model, Goldsboro, N. C.; Midford, Great Falls, S. C.; Skylite, Saw Mills, N. C., Jack Moore, owner.

H. O. Peeples, Beaufort Drive-In, Beaufort, S. C., visited the Queen City Booking Agency, and Mrs. Margie Thomas states that in the seven years she has been employed there, this is his first visit.

Jacksonville

Distributor and exhibitor representatives gathered here for a Florida planning conference in connection with the Southeastern Movie Festival to be held throughout Alabama, Florida, and Georgia from May 16 to June 16. Bolivar Hyde, Talgar Theatres, Lakeland, is head of the Florida group. It was said that plans for the Festival indicate that it will be the greatest appeal ever made to theatre-goers in the three states.

Stanley Kramer is a new member of Al Hildreth's staff at the Arcade. . . . Promoting plans for a Variety Club dance to be held during May at the Roosevelt Hotel is a committee composed of Ted Chapeau, Bill Beck, Roy Smith, Arvin Rothschild, and Clint Ezell . . . J. W. Johnson has taken over the Ponce de Leon, DeFuniak Springs, Fla. . . . Mrs. Lucille Reynolds is back at 20th-Fox after an illness. . . . The Florida State Theatres art shop has moved into new quarters at the company's Bay Street warehouse. . . . The former Shell Drive-In, Apalachicola, Fla., renamed the No. 1 Drive-In, is being operated by the family of Dr. P. J. Nichols.

Harold Laird was here from the Republic branch office in Tampa, Fla. . . . Sig Vorzimer, National Screen Service salesman for Florida, called on local exhibitors.

Colonel John L. Crovo, who recently left as manager, Arcade, after more than 50 years of industry service, has been honored on two occasions within a week. His former associates at FST, including home office officials and local theatre managers, with their wives, gave a testimonial banquet for Crovo and Mrs. Crovo at the George Washington Hotel and presented them with a new television set. The Motion Picture Council, a non-industry group, held a testimonial luncheon for Crovo, with Miss Irene Scanlon, president, eulogizing him for his contributions to community life in the last 30 years. The council gave him a silver platter as a remembrance gift.

FST President Leon D. Netter, Sr., and Mrs. Netter were in Miami, Fla., over the Easter weekend. . . . 20th-Fox's cashier, K. F. Jackson, was resting at home after spending several days in a hospital. . . . A new member of the 20th-Fox staff is Sandra Hornbuckle. . . . Mrs. Lucille Reynolds, 20th-Fox film inspectress, was on the sick list for a few days.



James Cagney, star, Paramount's "Run For Cover," recently visited the Jacksonville branch of the film company and is seen with, left to right, Nadine Eddinger, Norma Cole, Abner Camp, Karl Kristofforsen, Genell Beaumont, Edith Prescott, Douglas Walker, Walter Mock, Pat Pollack and Ed Chumley, branch manager.

Memphis

Margaret Kaleta is a new member of WOMPI. The first from National Screen Service. . . . WOMPI held their regular monthly meeting for April at the home of Lois Evans, and a nice crowd turned up. Lois and president Frances Blankenship were kind enough to feed the whole mob, and one of the most interesting meetings, as well as beneficial, was reported.

Arkansas is reported to be the location for a million dollar movie to start in May, claims Steve Cochran, who was recently in Memphis. The setting will be in the Batesville - Paragould - Jonesboro area. It is also reported that a company of 80 to 100 film players and technical workers will pour into the area and many residents of the area will be hired as "extras." The lead will be played by Cochran, and the film will be distributed by Republic.

New Orleans

Howco Productions, co-headed by Joy N. Houck, president, Joy's Theatres, and J. Francis White, distributor and circuit owner, Charlotte, will premiere their newest movie, "Kentucky Rifle," here soon. Joy's son, Clyde, is featured in the film. The movie is in color and filmed for wide-screen. Houck and Harold "Babe" Cohen, territory distributor, said that 80 prints will be used for the two week saturation coverage to start on April 28 at the Don, Alexandria, La.

Industryites who trekked to Edgewater Park, Miss., for Allied Theatre Owners of the Gulf States' convention were C. J. Briant, MGM; William Murphy, Southeastern; Tom Neely, Sr., NTS; W. A. Hodges, Hodges Theatre Supply; R. L. Johnson, Johnson Theatre Service; Dan Brandon and Ed Lanchetee, Transway; Roger Lamantia, RKO; George Harrell, Manley; Leo Seicshnaydre, Republic; Duke Duvall, Columbia; Henry Glover, AA; Charles Ost, U-I; Milton Dureau Masterpiece; and Harold Cohen, Lippert.

The exit of the Ritz, Meridian, Miss., is set for an early date. A. L. Royal, Mississippi circuit operator, sold the building to commercial interests. . . . Charles G. Manley, president, Manley, Inc., Kansas City, spent a few days here enroute to Allied Theatre Owners of Gulf States' eighth annual convention at the Edgewater Gulf Hotel, Edgewater Park, Miss.

A. L. Royal and Tom Garraway, co-heads, Panorama Pictures Corporation, independent producing company with home base in Meridian, Miss., were in New York in the interest of their second and third productions, "Birthmark," which will be filmed in Mississippi, and "Lasca," which is to be filmed in Texas. Their original, "Jesse James' Women," is being distributed by UA. . . . C. L. Frost is

Manley's newly appointed field representative.

Mr. and Mrs. Harold "Babe" Cohen spent the Easter holiday with their son in Tampa, Fla. . . . Lin Barker, Manley, sister Mary, and their parakeet motored to Florida for an Easter weekend visit with their sister. . . . A. S. Ashby is the new office manager-booker, Theatres Service Company.

The Pines Drive-In, Homer, La., is slated to reopen on May 1. . . . Herb Paul, representing F. F. Goodrow Exchange, and Mike Ripps and Ed Fessler, distributors of "Garden of Eden," checked in after a trip in northern Louisiana. . . . Joy Drive-In, Minden, La., reopened on Easter Sunday after three weeks closing for screen repairs necessitated by a terrific wind storm.

Women of the Motion Picture Industry's meeting slated for April 21 will be a closed business meeting, and is being called at night instead of the usual noon luncheon gathering. Several matters of utmost importance are on the agenda, including voting on the changes of the amended by-laws. . . . Reports from J. G. Broggi's Buying and Booking exchange show the rebuilt Sheff, Poplarville, Miss., owned and operated by B. V. Sheffield, will reopen on April 27. As in the past, Broggi will handle the buying and booking. . . . The Navy Point, Warrington, Fla., another of his accounts, owned and operated by Francis B. Johnson, reopened completely remodeled and reequipped, including CinemaScope and stereophonic sound. . . . Broggi has taken over the buying and booking for the Princess, Tullos, La., under the management of E. Jack Baker.

Wedding bells will ring on April 30 for Beryl Ansardi and Paul Lott. The prospective bride is the daughter of Mr. and Mrs. E. W. Ansardi, Buras, La., theatre owners. . . . A two day sales meeting of RKO southeast and southwest districts was held here at the Jung Hotel under the direction of sales manager Herb Greenblatt, New York. Assisting Greenblatt was Nat Levy, also of the home office, Dave Prince, southern division manager, and Ben J. Cammack, Dallas, southwest district manager. Branch managers attending were Ira Stone, Atlanta; R. Branon, Charlotte; Cam Price, Jacksonville; R. V. Regan, Memphis; Ralph Williams, Oklahoma City; and Roger Lamantia, New Orleans.

Wilhelmina Gaudet, Paramount Gulf, is home from the hospital and well on the road to recovery. . . . There were wedding bells for Patricia Smith, Pittman Theatres, on April 16.

In buying and booking were Alex Rosenthal, Joy and Silver City, Alexandria, La.; Lonny Davis, booker, Pike Booking Company, McComb, Miss.; W. E. Limmroth, Giddens and Rester Theatres, Mobile, Ala.; E. W. Ansardi, Buras, La.; M. A. "Max" Connett, Newton, Miss., and Mrs. Lillian Lutzer, Dallas, Texas, operator of King's Drive-In, Shreveport and Barksdale Drive-In, Bossier City, La.



Bob Skaggs, new city manager, State Theatres, Jacksonville, Fla., replacing Norris McCollum, promoted to FST concessions assistant.



M. A. Lightman, Maloo Theatres, was the guest speaker at the recent first birthday dinner of WOMPI, Memphis, and is seen with president Frances Blankenship.

Florida

Miami

The Little River, closed for nearly a month, reopens soon with a new owner and a new name. It's to be called the Bard and is currently getting extensive renovations. New owner is Lawrence O. Davis, circuit operator from Kentucky, who spends his winters here. Mack Herbert remains as manager, and vaudeville will be an added feature on Friday and Saturday nights. . . . George Crider is new in the Wometco poster room, replacing Bob Benson, promoted to the advertising department.

The Miracle, Coral Gables, Fla., had its 7th annual Easter Egg Roll and Hunt. Local merchants, firemen, and police cooperated, and a bicycle was awarded to the finder of the first prize egg. . . . Variety Women's Committee met to review their accomplishments of the past months at a luncheon at the Coral Gables Country Club. Among their contributions to the work of the Variety Children's Hospital were 478 hours doing recreational therapy work at the hospital; $5,219.02 raised at its spring fashion parade; 172 hours of work in the motor corps; 200 hours from nurses' aides; work raising funds for the Committee of 1,000, etc.

In Pensacola, Fla., Marvin L. Brewton, theatre manager, and Bill Emerson, projectionist, were charged with publishing, exhibiting, and displaying obscene pictures, with a bond set at $1,000 each. The film "Garden of Eden" was confiscated following the last showing at the Twinair Drive-In. The color picture

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Seen at the recent meeting of RKO branch managers at the Jung Hotel, New Orleans, were, left to right, standing, Rovy Brannon, Charlotte; R. V. Reagin, Memphis; Cam Price, Jackosnville; Ralph Williams, Oklahoma City; Ira Stone, Atlanta; and Rogers Lamantia, New Orleans. Seated are Nat Levy, eastern-southern division sales manager; Herb Greenblatt, domestic sales manager; Dave Prince, southeastern division manager; and Ben Cammack, southwestern division manager.

was reportedly filmed at a nudist park near Tampa, Fla., under the supervision of the American Sunbathing Association. Sheriff R. L. Kendrick called the movie "disgusting." It was advertised for adults only, he said, "but I saw a lot of kids there." Movies patrons, viewing the picture during a downpour, knew nothing of the raid. . . . Pauline "Bunny" Hecht, daughter of E. W. Hecht, Wometco district manager, was named a junior counselor for next year at Florida State University, Tallahassee, Fla. She will assist freshmen and transfers in learning their ways about the FSU campus. . . . Two recently-formed Florida motion picture studios are in the process of putting the Sunshine State on the map as a production center. In Orlando, Empire Studios, Inc., whose initial venture, "Yellowneck," was given its world premiere there, has signed a deal with Herbert J. Yates, president, Republic Pictures Corporation, for the release of three more feature-length films. Southeastern Film Studios, Inc., Jacksonville, recently announced plans to make a feature-length film based on Baynard Kendrick's "The Flames of Time," a novel published by Scribner's which became a Literary Guild selection. Southeastern's executives are Glen Lambert, president; Forrest G. Wood, executive vice-president; and Robert Yale, secretary. Lambert and Yale are veterans of the industry, with many years spent with major studios in Hollywood and New York. For the last few years, Lambert has been producer-director of the documentary short subjects for the U. S. Information Service in this country, Thailand, and Haiti, among other places. Wood, who has extensive financial interests, is a well-known Jacksonville businessman and sportsman.

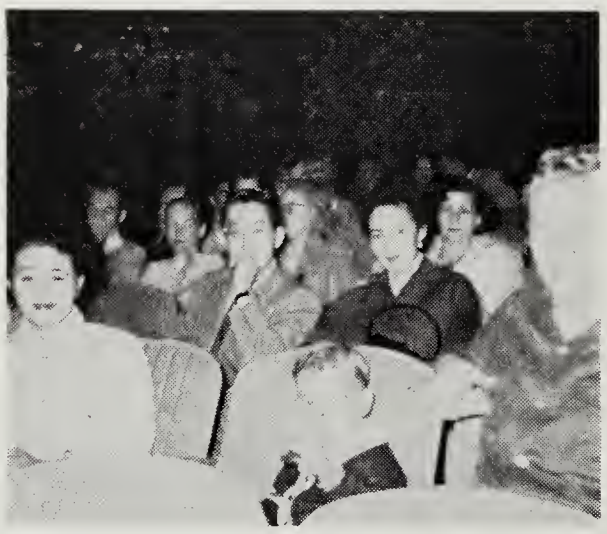
David Payne, formerly assistant, Olympia, is now at the Dade. John Oliver is new Olympia assistant. . . . Major Harry Warner was a luncheon guest at the Balmoral Hotel on the opening of "East of Eden," when press and radio representatives attended. Copies of the Bantam Book edition were distributed to those present at the luncheon. Al Glick, Florida State Theatres publicist, reported a lot of exploitation activity on this film, including book marks; a double case library display in the Miami Public Library; table tents in restaurants, cocktail lounges; bus and taxi cards; signs on trucks and in newsstands that sold Bantam Books; three free screenings were held a week before the opening; 50 Bantam Book editions of the film story were given to the first 50 in line on opening day at each of the three theatres.

On "Glass Slipper," at the Embassy and Trail, Don Tilzer, Claughton Circuit publicist, had very impressive fronts made for both houses. In addition, book marks were placed well in advance in prominent local department stores and the Miami Public Library. The library had their artists make up a window card, placed prominently in the main entrance door. Tilzer purchased little plastic slippers in which were inserted a pack of Smiles mints, tied with a ribbon around both and sold on the theatre's candy counters for 15 cents.

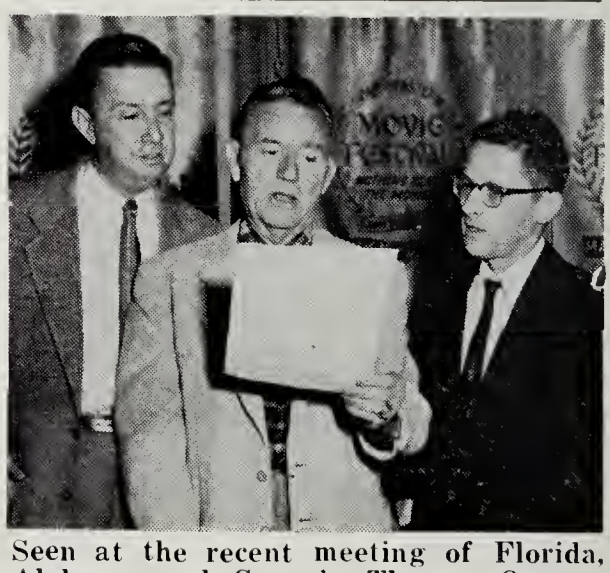
North Carolina

Dunn

A memorial service was held for Worth Stewart, Dunn, N. C., and Charlotte, one of the south's best known theatre executives. Stewart, who had built up a circuit of about 100 motion picture theatres in the two Carolinas, has been missing since the private plane he was piloting disappeared in early February, 1952, on a trip from Florida to Charlotte. The memorial service, held in Dunn Masonic Hall, was featured by the presentation of a Hammond electric organ, two oak panels, and a table donated to the Dunn Masons in his memory and the unveiling of an oil painting of Stewart by T. C. Pridgen, Dunn native and artist. Prominent leaders of Dunn ad Charlotte, leading theatre executives, members of the family, and local friends attended the service.



The Japanese-American war brides in the Miami, Fla., area were recently invited to see Paramount's "The Bridges at Toko-Ri," Florida State's Gables. Harry Margolesky, manager, stated they enjoyed the on-location shots of Tokyo and Japan.



Seen at the recent meeting of Florida, Alabama and Georgia Theatre Owners were, left to right, Dick Kennedy, president, Alabama Theatre Owners; J. H. Thompson, president, Theatre Owners and Operators of Georgia; and Jerry Good, president, Florida Theatre Owners.

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NEWS OF THE Territory

BRANCHES

Cincinnati

The Ladies Auxiliary of Tent Three, Variety Clubs, will stage a luncheon, style show, and entertainment program on May 13 in Hotel Netherland Plaza for benefit of the club's Foundation for Retarded Children. George Murphy, the industry's public relations rep, will headline the show. Mrs. Herman Hunt, auxiliary president, has appointed the following luncheon committee chairmen: co-chairmen, Mrs. Robert McNab and Mrs. Stuart Jacobson; reservations, Mrs. Saul Greenberg; invitations, Mrs. Abe Maius; state tax, Mrs. Manuel Weiss; publicity, Mrs. Sam Weiss; hotel arrangements, Mrs. Harry Pollins; patrons, Mrs. Arthur Van Gelder; prizes, Mrs. Jack Finberg; favors, Mrs. Jack Onie; decorations, Mrs. M. M. Dennis; program book, Mrs. Edward Salzberg; telephone, Mrs. Willis Vance; table advisor, Mrs. Vance Schwartz; and hostesses, Mrs. Milton Gurian.

I. W. McMahan, 79, who opened the first movie house in this area in suburban Covington, Ky., in 1905, died of a skull fracture suffered when struck by an auto. In 1906, he joined partnership with the late Jerome M. Jackson, and they opened the Ohio in a downtown storeroom, and later operated a large chain of houses in this area. They opened the first local film exchange in 1907. McMahon sold his theatre holdings 25 years ago, and had since operated a real estate office.

Her many friends here mourned the death of Theda Bara, who made film history as the vampire in more than 40 top silent films between 1915 and 1927. Born here 65 years ago as Theodosia Goodman, she graduated from a local high school, and went on the stage, where she was spotted for films by producer William Fox. . . . George A. Kirby, Republic branch manager, was in Columbus, O., on business. . . . TOC is booking and buying for the Liberty, Middleport, O., C. Hindy, owner. . . . Bennett Goldstein, 20th-Fox sales manager, was vacationing in New York City. . . . Shirley Taylor, Paramount receptionist, was happy over the return of her brother from Korea. . . . Many houses in this area remained closed on Good Friday until 3 p. m.

Cleveland

Richard Todd spent a busy 12 hours in Cleveland. As the guest of 20th-Fox at a luncheon in the Statler Hotel, he met representatives of the Cleveland Federation of Churches, press and radio. Several state exhibitors accompanied by their local movie editors were also present. These included Jack Hynes, Paramount, Youngstown, with Fred Childress, Youngstown Vindicator; Ralph Russell, Palace, Canton, with Wilkins Weber, Canton Repository; John Deyarmon, Madison, Mansfield, and Robert Besch, Mansfield Journal. Sol Podlibsky, Charlestown (W. Va.) Daily Mail, was also a luncheon guest. After lunch the star autographed the book, "A Man Called Peter," in the Higbee Company bookshop, then starred at a reception in Old Stone Church sponsored by the Cleveland Federation of Churches and ended his local visit with a TV interview on Dorothy Fuldheim's 6:30 p. m. news program. Next stop was Philadelphia.



At the recent special advance preview of Warners' "East Of Eden," Michigan, Detroit, were, left to right, Mr. and Mrs. William Harris, Jr., parents of Julie Harris; Mrs. William Harris, III; and M. W. Rose, manager of the theatre. In attendance were members of Motion Picture Council of Greater Detroit, little theatre groups, disc jockeys, radio commentators, women's editors, columnists, feature writers, and film critics.

Death came to two well known industry veterans. Foster H. Hathaway, owner, Ritz, Struthers, O., and the Starlite Drive-In, died suddenly at his home following an automobile accident. His mother, who lived with him was his sole survivor. Hathaway was FBO branch manager in Cleveland at one time and also was a local Warners salesman before entering the exhibition field. Jack O'Connell, Toledo, O., long time theatre owner, died in a Toledo Hospital. He had been in poor health and had frequently been hospitalized. He owned and operated the Loop, Toledo, and the Paulding, Paulding, O., at the time of his death. At one time he also owned the Avalon, Toledo, and the Madrid, Port Clitnon, O. His wife, Virginia, survives.

Wearing the original costume of the creature in "Revenge of the Creature" and appearing daily during the noon hour in front of the Hippodrome during the run of the picture, a model boosted attendance to SRO business, and the opening of the seldom used third balcony. Through cooperation of a neighboring jeweler, snapshots were made of the people who lined up to be photographed with the Creature.

Two state theatres have notified exchanges of summer closings. They are the Strand, Payne, and the Strand, Defiance. . . . Joe Shagrin, Foster, Youngstown, O., has made an excellent recovery from surgery and hopes to resume his regular Film Row visits shortly. . . . Back from Florida are Abe Schwartz, Lexington, and Lou Geiger, who handles theatre bicycle promotion deals.

Skirball Brothers are adding a 13th link in their theatre chain with construction of a new drive-in on Route 93 between Akron and Barberton. Plans call for accommodation of 1400 cars and playgrounds. Project is to cost an estimated $250,000. . . . RKO district manager Morris Lefko and branch manager Frank Belles brought back a lot of enthusiasm from the company's meeting in New York. . . . It is reported that Meyer Fine, Abe Kramer, and Leroy Kendis, who recently sold their lease on the Hollenden Hotel to out-of-town interests, are negotiating for the purchase of a 97-suite apartment building.

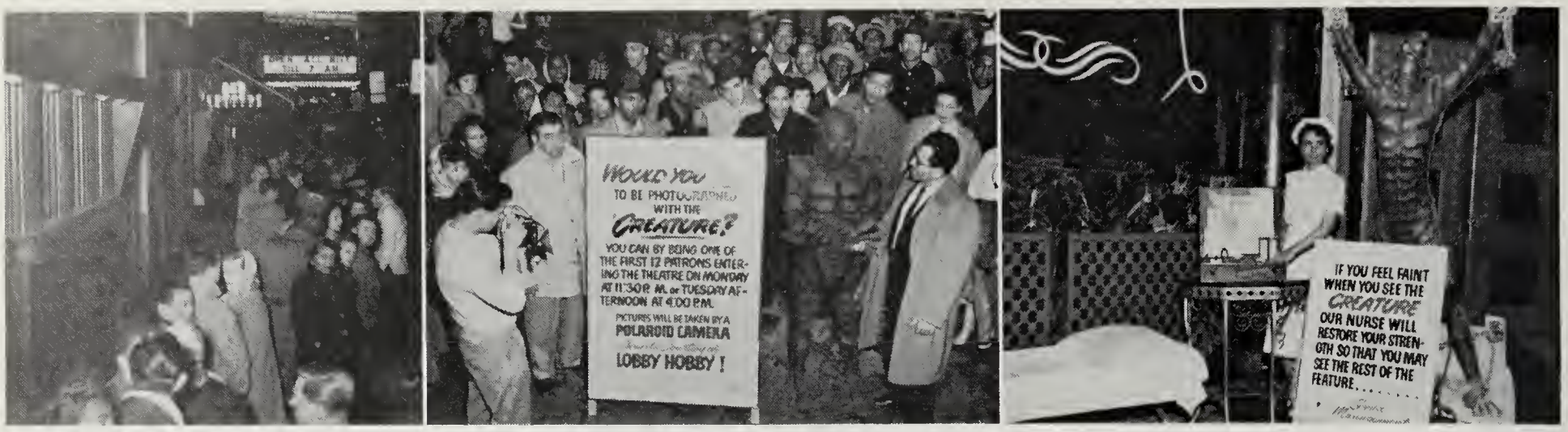
Detroit

Midwest Theatres, Inc., who own and operate the Battle Creek Auto Theatre, have announced the construction of their second drive-in on the west side of Battle Creek. The theatre will be known as the West End Drive-In. The theatre is being designed and equipped to use all new techniques, including full stereophonic sound. Sections of the theatre will be equipped for heaters. The theatre is being built and designed for 1,000 car capacity, but will open with 800. The concession stand will be the latest cafeteria design, and will be operated by Berlo Vending Company. All projection and sound equipment will be supplied by Theatre Equipment Company, Toledo, O., using Century projectors, Strong lamps, and Eprad Stereo-2 speakers.

Livonia, newly formed Michigan city, is about to get three theatre projects. The sprawling suburb, an incorporated township stretching six miles each way, was incorporated three years ago, has grown in leaps and bounds ever since. Andrew and David Bzovi plan a drive-in with swimming pool and recreation area. Charles Schaefer, Wayne, Mich., expects to install a 1,000 seat indoor house with a 1,000 car drive-in adjacent. . . . Ben Lefkowitz, concessionaire, is back from Florida.

At the Music Hall, William Loll was surprised to get a ship to shore phone call reserving two seats for a passing lake sailor. . . . C. N. Melvin, Pewamo, Mich., died recently, as did Arthur Potter. Potter, an IATSE member for 38 years, is survived by his wife and son Albert, also a projectionist. . . . The Park has reopened with James McKay operating, Abe Schweig managing. . . . Kenneth Grenke, former projectionist, Crystal, has replaced Edward Wenclasky at the Rogers.

Patricia Jane Eagar, 20, was the winner of the "Caine Mutiny" acting award. Prize, a year at the American Academy of Dramatic Acting was presented by United Detroit president Harold Brown. . . . Mr. and Mrs. John Thiele, Huntington Woods, Mich., and Ernie Geyer feted an old friend, Geoffrey Lumb, playing here in "The Solid Gold Cadillac." Occasion was a reunion of the four who toured Korea and Japan with the USO in 1946 and '47. Geyer, a native Detroiter, is retired. Thiele is with Jan Handy.



Crowds were attracted recently to the Broadway Capitol, Detroit, when some top publicity stunts paid off for U-I's "Revenge Of The Creature" coupled with U-I's "Cult Of The Cobra." A section of the crowd waiting to get in the theatre is shown on the left; in the center is a lobby stunt developed involving Polaroid cameras; and on the right is another lobby setup featuring a nurse and equipment said to be for restoring fainting victims.

Indianapolis

The States Film Service has moved into the offices at 443 North Illinois Street vacated by Moe Esserman, Screen Classics. . . . Earl Cunningham, general manager, Fountain Square, is vacationing in Miami, Fla. . . . John Allison, 61, who operated the Vivian, died at his home. He had operated theatres in Horse Cave, Ky., New Harmony, Dana, and Terre Haute, Ind. . . . The Twin Drive-In distributed more than two hundred dozen eggs to children on Easter Sunday. . . . Bob Conn, chief barker, Variety Club, Tent 10, reports an enthusiastic response to the plan for a ladies' auxiliary. An organization program was held.

An all-cartoon and comedy program was on the screen Saturday afternoon at the Ritz for children. Chocolate-covered Easter bunnies were given to each child attending. . . . The Pendleton Pike Kiddieland was open all day Easter Sunday. All receipts for the day were donated to the Crossroads Rehabilitation Center. The Kiddieland will be open on week ends until May 1, following which it will be open daily. . . . Dale McFarland, general manager, Greater Indianapolis, turned the Lyric and Keith's over to church groups for Lenten services at noon during Holy Week.

Dudley M. Williston, 64, president, Williston Theatres, here and Louisville, died here. . . . Herman Arnold has been named city manager at Terre Haute for the Fourth Avenue Amusement Company, Louisville, Ky. Its three houses there had been operated by Alliance in a pooling arrangement. . . . The Quimby Circuit has closed the Palace, Fort Wayne, Ind., and taken over the Capitol, which will be remodeled and operated as an art house. . . . Manny Marcus has closed the Ambassador for remodeling. He will change its name to the Downtown and adopt a family policy. . . . Howard Rutherford, manager, Loew's, has returned from a three weeks vacation in Florida.

Pittsburgh

Bernie Potts, former head booker and buyer, is no longer with the Alpine Circuit. E. T. Dormer will do all the buying and booking for the Kingwood, Terra Alta, Romney, Alderson, Matoaka, all W. Va. houses, and one house at Orbisonia, Pa. . . . Mr. and Mrs. John Amoroso received quite an Easter gift with the arrival of a son named John Victor. The proud father operates the Baden, Baden, Pa.

The Olympic, Turtle Creek, Pa., closed for the past three years, will be torn down for a parking lot. This property has been sold to the Turtle Creek Parking Authority by Anthony and Milton Antonopolos, who fromerly operated the house. . . . Mrs. David C. Silverman, wife of RKO manager Dave Silverman, has been elected president, Phi Epsilon Pi Mother's Club.

Jack De Waal, RKO home office representative and recent visitor, was married to the former Mrs. Augie Shubart at St. Patrick's Cathedral, New York. . . . M. S. Mort England now represents Glamour Gifts, a theatre giveaway formerly handled by Lou Hanna, and owned by a local group of film men. . . . A. Fraulenheim, is the new operator, West End, formerly operated by the Mervis Brothers, who took over the Cameraphone from Morris Finkel. . . . Doris Renda went to work for Paramount as new billing clerk.

Arthur Manson, director of advertising and publicity, "Cinerama Holiday" SW Warner, is vacationing in Havana, Cuba. . . . Henry Burger, SW office, traveled to Indiana, Pa., and received Jimmy Stewart's Oscar for the star's dad for display at the warm-up Oscar telecast here for 30 minutes prior to the official television show.

Roxy, Johnstown, Pa., has installed CinemaScope. . . . Adolph Farkas, Lyric and Rialto, Johnstown, has been exploring the water around Bolivar, Pa., before trout season officially opens. . . . Mrs. Bernice Dick, MGM inspectress for the past several years, was killed in an auto accident in a car that she was driving while coming to work. Mrs. Marion Orris, the other occupant, who also works on film row in the 20th-Fox accounting department, was severely injured.

Tom O. McCleaster, 20th-Fox division manager, conferred here last week with Nat Rosen, who succeeded Al Levy. . . . Harris Amusement Companies will celebrate the golden anniversary of the world's first Nickelodeon on June 5. . . . Anthony Delisi, Liberty, Saltzburgh, Pa., is installing anamorphic lenses. Meanwhile, he has closed his Avonmore, Avonmore, Pa.

Sid Newman, who recently resigned as billing supervisor in the SW downtown contact office, has been succeeded by Bob Banze. . . . Janet Ravick, niece of the late George Jaffe, veteran exhibitor, and Arthur Newman have set June 26 as their wedding day. . . . Stanley Warner Club members will hold their annual spring frolic April 24 at the Park Schenley restaurant.

Supervisors of Richland township, Cambria County, will enact a 10 per cent admission tax which will be limited in drive-ins to a sum not to exceed $1.40 for each in-car speaker. This will also cover the Johnstown area theatres. . . . Danny McKenna has returned to his public relations post to the SW office, and Larry Solomon has shifted from the publicity department to the Enright, East Liberty, Pa.

Ohio

Columbus

Two local indoor theatres and one drive-in opened their facilities to religious, fraternal, and civic groups for Easter services. Knights Templar had sunrise services at RKO Palace; Hope Lutheran Church held services in Fred Rowlands' Livingston; and the Junior Chamber of Commerce arranged for shutins' services at Frank Yassenoff's West Fifth Avenue auto theatre. . . . Anne Chamberlain Brown, native of Marietta, O., now living in Williamstown, W. Va., sold her novel, "A Tall Dark Man," to Hecht-Lancaster Productions. This is Mrs. Brown's first novel. She is the sister of Dud Chamberlain, Jr., assistant news editor, Columbus Citizen, and daughter of Dud Chamberlain, Sr., Sunday columnist, Citizen.

Mrs. James M. Schooler is the newly-elected president, Columbus and Franklin County Motion Picture Council. Other officers are Mrs. J. Albert Clark, first vice-president; Mrs. Frederick Diehl, second vice-president; Mrs. H. M. Moore, recording secretary; Mrs. Fred Kramer, corresponding secretary; Mrs. W. G. Dennis, treasurer; and Mabel Higgins, director.

Jolene Brand, Jean Patti and Darleen Engle, of the cast of Metro-Goldwyn-Mayer's "The Prodigal," accompanied the 35-foot float plugging the picture during its local visit. . . . Irving Shiffrin, exploitation representative, Allied Artists, was in town in advance of "The Big Combo" and "Murder Is My Beat," Loew's Ohio.

NEWS OF THE Territory

Chicago

Jerry Cohn was named Uptown assistant manager. . . . Ruel Mitchell temporarily closed his State, Morrisonville, Ill. . . . The American, Mount Carmel, Ill., made extensive improvements. . . . Bill Charuhas, Montclaire, installed a wishing well in the lobby for the benefit of La Rabida Sanitarium, principal charity of Variety Club, of which he is a prominent member. At the rate contributions are being received, $1,000 a year will be received.

Essaness is sponsoring hourly news on radio. . . . Jack Rose, Manta and Rose, was appointed chairman, amusement division, Jack Kirsch testimonial banquet, April 19 at the Covenant Club. Kirsch was to receive for his efforts on behalf of Israel a plaque made of copper from King Solomon's mines. Assisting Rose are Benjamin Banovitz, Charles Cooper, Thomas F. Flannery, Harry Goldman, Nat Nathanson, Ben Lourie, Mayer Stern, Ralph Smitha, and Bruce Trinz.

Residents of suburban Morton Grove are protesting the erection of a cosmetic factory on the site of the drive-in which was sold for commercial purposes. . . . Ed Moore, chief Clerk, police censor board, is on duty again after an illness.

James B. Velde, western division manager, UA, was here on his way to Des Moines, Kansas City, and Omaha. . . . The Roosevelt is undergoing improvements to its entrance and concessions stand. . . . Dave Wallerstein, B and K general manager, and Nate Platt, booking director, went to Omaha to attend a preview of "Strategic Air Command."

Van A. Nomikos, who took an extended convalescence following surgery, returned to his office. . . . Abe Platt, B and K Northside manager, who suffered a virus attack following his West Indies vacation, had a recurrence of the malady. . . . Robert J. Fagin was named general sales manager, Automatic Merchandising Company. . . . The Oriental and Woods are sharing a parking lot for the convenience of patrons.

Film financier Ralph Stolkin went to Miami, Fla., to watch the first 500 families move into Coral City, his housing project. . . . James D. Webb and Fred W. Reid were elected vice-presidents, Reed Candy Company. . . . Theatre owner Nate Barger and his wife are sojourning in Europe. . . . Arthur Goldberg, B and K attorney, is resting in Miami, Fla.

John A. Schrieber, 65, secretary-treasurer, Theatre Operating Company, and partner of Van A. Nomikos in the enterprise, died. He is survived by his wife and a daughter. Interment was in Memorial Park. . . . Abe Bloom, B and K concessions manager, is vacationing in California. . . . Pete Malloy was named sales manager, Mills Industries, Inc., vending machine manufacturers.

The number of foreign pictures examined by the police censor board, which have been hovering just below the 25 per cent mark during the past few months, passed that number in March. Twenty-four of the 90 films examined in March were from abroad. Total footage was 494,000 feet. One foreign film was rejected and four of the total were labeled for adults. . . . Myrtle Carlson, B and K payroll manager, is taking a European vacation.

Popcorn prices on farms have jumped from 58 cents a bushel in 1914 to $1.69, according to the Illinois Crop Reporting Service. . . . Variety Club is staging a gin rummy tournament. A $50 savings bond will be awarded the winner. . . . Harry Lustgarten, B and K booking manager, is taking a West Indies cruise.

Edward Goldstein purchased the Majestic, Jacksonville, Ill., from Fox Midwest Amusement Company. . . . Abe Bloom, B and K concession manager, is better after surgery. . . . John P. Byrne, MGM eastern sales manager, visited. . . . Ben Lourie, Columbia exchange manager, took a Florida vacation.

Warren F. Kennett, 69, for many years organist in downtown theatres, died, leaving a son and a daughter. . . . A. E. Schiller, chief, Republic branch operations, and J. P. Curtin, division manager, held meetings. . . . Roger Singer was named Century manager.

Increased profits for candy manufacturers is a major objective of a new service launched by the National Confectioners' Association. . . . Wilbert Hafner, Quincy, Ill., who had designed theatres, died in St. Louis. . . . S. J. Gregory, president, Alliance Amusement Company, is chairman of the building committee of St. Andrews Greek Church and James Gregory, Alliance, is finance committee chairman.

History making publicity for "The Prodigal" is being launched by Armour and Company, one of the nation's largest packers with a $100,000 prize contest tie-in which will span the country. Three thousand Armour field men will cooperate in the promotion. The first prize is a completely equiped home which will be shown for 17 days on NBC-TV's "Home Show." Six weekly prizes will be Dodge cars with dealer tie-ups. Ads in national magazines and local newspapers will tell the story.

Dallas

A $353,956.75 damage suit filed in Sixtieth District Court last February by Julius M. Gordon, Beaumont, Tex., and two companies which he heads as president, against W. C. Gilbert and W. C. Gilbert, Jr., owners, Gilbert Building, has been dismissed on motion by the plaintiff. Gordon's original petition alleged he and the two firms, East Texas Theatres and the Jefferson Amusement Company, had been damaged by refusal of W. C. Gilbert, Jr., named as manager of the building, to approve East Texas Theatres as a tenant in the building. The petition alleged a former tenant of the Gilbert Building had moved into a new building erected by the Jefferson Amusement Company, with the Gordon enterprises agreeing to assume the tenant's unexpired lease in the Gilbert Building. This was claimed as permissible under terms of the lease. An attorney, acting under instructions of W. C. Gilbert, Jr., later notified the former tenant that East Texas Theatres was unacceptable as a tenant, the petition stated. Specifying no terms of settlement, the plaintiff's motion for dismissal of the suit stated that ". . . all matters in controversy between the parties have been amicably settled."

Kyle Rorex, executive director, Texas COMPO, stated that a survey to determine reactions and results of the Oscar Race were being conducted in order that the added promotional ideas can be incorporated into next years "Oscar Race" and "Oscar Derby," both of which are copyrighted campaigns of Texas COMPO. Rorex reported that one of the first special promotional plans used in connection with the Oscar Race was the newspaper-merchant tie-up resulting in a special eight page section



Seen at the recent RKO regional sales meeting at the Blackstone Hotel, Chicago, were Walter Branson, world-wide sales manager, addressing the group at lunch. Beginning on Branson's left, clockwise, are Tom Williamson, St. Louis branch manager; Jim Lewis, Kansas City branch manager; Barry Myers, Winnipeg branch manager; Fay Dressell, Minneapolis branch manager; Don Conley, Des Moines branch manager; Ralph Banghart, RKO field-man; Abe Fischer, Chicago sales manager; Lloyd Krause, Cincinnati branch manager; Russ Brentlinger, Indianapolis branch manager; Arthur Elliot, Calgary branch manager; Lou Elman, Milwaukee branch manager; Max Rosenblatt, Omaha branch manager; Edward L. Walton, executive assistant to President J. R. Grainger; and Sam Gorelick, midwestern district manager.

in the Baton Rouge, La., Morning Advocate. A. M. Jacob, aggressive manager, Hart, promoted ads from 10 leading merchants, all of which proclaimed March 24-31 as Academy Award Week in Baton Rouge. Jacob reported that the campaign was greatly enhanced by the newspaper section which was given over to art and continuity for and about the theatre and the movie industry as well as the stars and pictures involved in the Academy Award nominations. Jacob reported that the merchants were eager to join this type of campaign which annually enjoys a great amount of national publicity.

Charles E. Darden; John Allen, MGM; Colonel H. A. Cole; Fred Stovenour, National Carbon Company; and J. A. Pritchard, AA, attended the Allied convention and the Metro-Goldwyn-Mayer Workshop in Oklahoma City. . . . Raymond Willie, Jr., city manager, Trans-Texas Theatres, and wife are the proud parents of a new baby girl named Roxanne. . . . Tony Pastor and his orchestra were on the bandstand playing for the Variety Club banquet held at the Dallas Athletic Club Country Club. The banquet was the climax of the club's three-day golf tournament. The annual R. J. O'Donnell award was presented to John Rowley, Rowley United, for performing outstanding work during the past year. The golf-tournament awards were presented by Matt Dowling, Video Theatres.

John Wayne and his new wife spent a few days in town with the R. J. O'Donnells. The Duke was a surprise guest attending the WOMPI banquet. . . . During the autograph party at the Rialto in connection with the premiere of "Women's Prison," Cleo Moore was left in an embrassing situation. When she refused a kiss to a fellow in the crowd, a "hoodlum" associate and he proceeded to tear away her dress. The manager offered her his coat and accompanied her inside the theatre.

The Women of the Motion Picture Industry are very pleased with the results of their banquet in the Terrace Room of the Baker Hotel. They were honoring Texans who have been in the industry a quarter of a century or more. Ned Depinet, former president, RKO, and an industry pioneer, was the speaker for the evening on a most impressive program planned by Miss Verlin Osborne. Some of the members of WOMPI were dressed in various movie fashions. This banquet was spotlighting three of the Texas pioneers of the industry, Leroy Bickel, a film distributor who started his career in 1907; Joe Luckett, who showed the first motion picture in public for money in 1901 and now manager, Forest; and J. H. Hardin, who was the first movie operator in Dallas and now owns the theatre supply company carrying his name. The guests were seated according to years of service for the industry from the Gold Table (50 years) to the Silver Table (25 years) for the youngsters.

Bob Wallace, Paramount, is replacing Charles Lewis as assistant booker. . . . Pat Clark, Rowley United, has joined



Ted Irwin, Electric, Larned, Kans., was panelist at MGM's 12th Workshop held recently at the Schroeder Hotel, Milwaukee, attended by a record exhibitor turn out of 256.

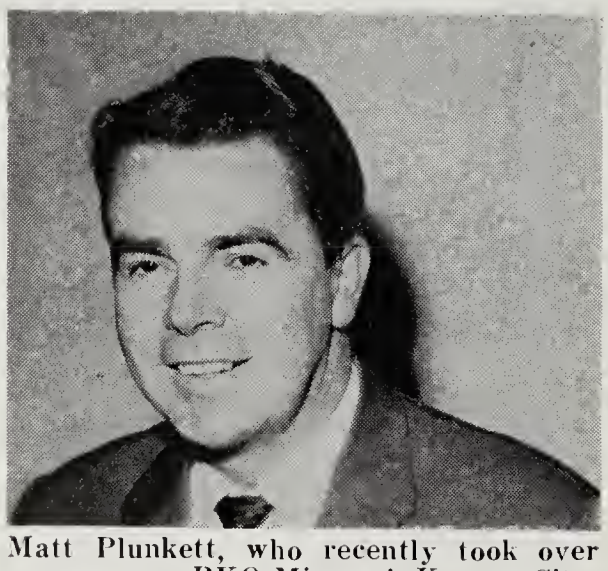
her husband in Lubbock, Tex., where they will continue to live. . . . Natalie Polak, Paramount, has resigned the post as assistant to Bob Bixler, publicity department. . . . Yvonne Pollard, Rowley United, has resigned to join her husband in Germany and has been replaced by Christine Davidson. . . . Richard Whitley, Mid-Central Theatres, Manhattan, Kans., is the proud poppa of a new daughter named Wendy. This brings the count to six. . . . "Chuck" Lewis is now booking with the Metro exchange.

Charter of incorporation has been granted Ramsland Theatres, Inc., Mission, Tex., listing capital stock of $10,000. Incorporators are Mary K. Ramsland, H. C. Gunter, and Robert G. Ramsland.

Denver

The annual convention of Allied Rocky Mountain Independent Theatres will be held at the Park Hill Country Club, Denver. Morning and afternoon sessions will wind up the business of the meeting. A luncheon will be served at noon, and in the evening a banquet and dance will be enjoyed. To date only one speaker has been arranged for, but others will be on the agenda. Here for sure will be Bennie Berger, North Central Allied president.

Lee Theatres has bought the Lakewood, Lakewood, Colo., from the Jefferson Amusement Company, and they will operate it in conjunction with their two drive-ins in Denver and one in Greeley,



Matt Plunkett, who recently took over as manager, RKO Missouri, Kansas City, came from the RKO Colonial, Dayton, O., where he held a similar post.

Colo. Don Hammer will do the buying and booking. . . . Bill Prass, distributor publicity man on a free lance basis, set up the campaigns on "Stranger on Horseback," which started the Monaco and Wadsworth Drive-Ins on their first run policy, and for "Purple Plain," at the Paramount.

Kenneth (Bud) Bromell, 19, National Theatre Supply shipping department, was killed in a train-auto collision in which his girl friend was also killed. They had intended marrying soon. They were returning home from seeing a movie at a nearby drive-in. He was the son of Mrs. Mel Glatz, whose husband is purchasing agent for the Fox Inter-Mountain Theatres. Funeral and burial were in Denver.

Marvin Goldfarb, district supervisor, Buena Vista, and Tommy McMahon, Salt Lake City salesman, went to Kansas City to attend a sales meeting with Jesse Chinick, sales manager. Also attending the meeting was Tommy Thompson, Kansas City salesman.

Elsie Knox, Service Theatre Supply, has been discharged as a member of the federal grand jury after an 18-month stretch. The jury was thanked by the judge for their conscientious service. . . . Jerry Banta, MGM salesman, had to be pulled out of a snowdrift near Thermopolis, Wyo., during the recent blizzard. . . . Mrs. Ethel Williams, 58, RKO inspectress, died of a heart attack while at work. She was the sister of Elmer Finch, head shipper.

Dimension Pictures is fast becoming one of the really up-to-date offices on Film Row. Hal Fuller, owner, has added an electric typewriter and is improving his inspection room with an electrically operated inspection table. He is also arranging his vault to provide additional storage space. Fuller flew to Albuquerque, N. M., to attend the opening of "Gangbusters" which is booked in 35 spots day and date in the territory.

Earle Peterson, United Artists salesman, who covers portions of the Denver and Salt Lake areas, was in for conferences with M. R. Austin, branch manager. . . . Westland Theatres have opened their 800-car Arcadia Drive-In, Colorado Springs, Colo., with Gerald E. Truesdell as manager. . . . Leonard Scales has opened his new 350-car drive-in, the Rocket, Grand Junction, Colo.

Los Angeles

Anticipating a record number of wives and family members who will accompany delegates to the 19th Annual Variety Clubs, International, convention here starting May 4, extensive entertainment plans for the distaff side were instituted this week with the election of officers of the Ladies Auxiliary, Tent 25. Newly elected were Mrs. Morton Scott, president; Mrs. M. J. E. McCarthy, vice-president; Mrs. Ezra Stern, vice-president; Mrs. W. H. Lollier, property mistress; and Mrs. Fred Stein, dough girl. Named to the advisory board of the auxiliary as Canvasladies were Mrs. Bernard Wolf, Mrs. Stan Brown, Mrs. Al Hanson, Mrs. Ben Peskay, Mrs.

Robert Kronenburg, Mrs. Dick Dickson, and Mrs. Bill Srere. Ladies Auxiliary committees will be formed to serve the convention in such departments as welcoming groups, fashion shows, afternoon teas, and cocktail parties, film studio tours, visits to southern California points of interest, and the farewell banquet.

Milwaukee

The Atlantic, formerly the Whitehouse, operated by the late Otto Meister and recently managed by Charlie Fox, was razed to make way for a parking lot. The Atlantic was one of the oldest motion picture theatres in the downtown area. . . . The Twin 41 Out Door, which is one of the largest outdoor theatres in the country, reopened for the season with a new wide screen of 130 feet. . . . The Port Outdoor also opened at Cedarburg, Wis., with a new giant wide-screen.

The Lincoln theatre has installed CinemaScope equipment. . . . Johnnie Mednikow, National Screen Guild Poster Exchange, is back on the job after being hospitalized for the past few weeks. . . . Ray and Oliver Trampe, Film Service, Inc., were in New York attending the National Film Truck Delivery convention. . . . The Ken Mar Drive-In, near Escanaba, Mich., is a new drive-in and is being opened by Austin and Marvin Pouliot.

Bill Sager, booker, Unity Theatres, has left for a vacation in the east. . . . Mr. and Mrs. Jack Lorentz, Jack is manager, 20th-Fox, left for a vacation in Florida. CinemaScope was installed in the following Wisconsin theatres, Delavan Lakes Outdoor, Delavan; Gem, Gillett; and the Omro, Omro.

Plans have been issued for Air Base Theatre, Truax Field, Madison, Wis. This will be a 350 seat theatre, cost estimated at $100,000. . . . Rudolph Poeske, Marathon, is now managing the Edgar, Edgar, Wis. . . . Standard Theatres is remodeling the old Beloit and renaming it the Ellis, Beloit, Wis.

Condolences went out to Walter Holt, Rialto, Kaukauna, Wis., on the recent death of his father, Charles Holt, Port Washington. Wis. . . . Ted Tod, exploiteer, 20th-Fox, is handling the exploitation of "A Man Called Peter," which opened at Fox Wisconsin. . . . Joe Imhoff, manager, United Artists, returned from a western divisional meeting at Los Angeles.

Minneapolis

Al Lichtman, general sales manager, 20th-Fox; Rube Shor, president, National Allied; Abram F. Myers, general counsel, National Allied; and Trueman Rembusch, past president, National Allied, will be among the speakers at the annual convention of North Central Allied May 2-3 at the Nicollet Hotel, here. On May 4 an MGM Ticket Selling Workshop under the direction of Mike Simons, MGM director of exhibitor relations, will follow the convention.

Eph Rosen, assistant branch manager, MGM, is back at the exchange after being in Des Moines for about three months where he was substituting for Jerry



Plans for the "Strange Lady in Town" five-city premiere were recently made by Frank Starz, Interstate Theatres publicity and advertising director, seated, right, with Al Burks, Warners southwestern field representative. Looking on are Al Peterson, Worth, Fort Worth, Tex.; Hal Cheatham, Dallas; Conrad Brady, Metropolitan, Houston, Tex.; Bill White, Dallas; Francis Barr, Dallas; and Jack Chalman, Majestic, San Antonio.

McGlynn, Des Moines branch manager, during his illness. . . . M. A. Levy, 20th-Fox district manager, attended a home office meeting April 13 upon returning from a Florida vacation. Brother Harry Levy, 20th-Fox city salesman, also returned from a Florida vacation.

Oklahoma City

Wedding bells will ring for Barbara Greggs, bookkeeper and assistant cashier, Columbia, and Leonard Humphreys, booker, Columbia, May 6 at the Crown Heights Christian Church. . . . S. B. Rucker, cashier, Paramount, and family spent the weekend in Amarillo, Tex. . . . Berlin Parks, projectionist, Paramount screening room and Tower, and his partner, Al Tesney won the class "A" doubles in the state bowling tournament. They finished with a score of 1,314, winning $100 in cash and trophies.

Danny Newman, Astor owner, postcarded his friends from Greece. He was on his way by air to Tel Aviv where his wife will direct and act in plays. . . . Bloomer Amusement Company, has started construction of its new 1,000-car drive-in near Belleville, Ill., and plans to start work soon on another in that vicinity. . . . J. L. Wassel, Ansco's theatre film department, attended the Calin Company producers workshop in Kansas City.

Emery Austin, MGM exploitation director, came for conferences. . . . The El Lago, Rice Lake, Wis., was chartered by Ingolf E. Rasmus. . . . Rudolph Poeske was named Edgar manager, Marathon, Wis. . . . Harry McDonald was appointed manager, Strand and Wisconsin, Wisconsin Rapids, Wis. . . . C. S. Perkins, operating manager, Altec Service Corporation, came for conferences.

Abe Platt, Balaban and Katz, manager, Northside, was taken totally by surprise at a dinner honoring his 25 years of service with the organization. He was held on a pretext by Leo Brown, Uptown manager, and ushered to the dining spot where 25 B and K managers had assembled after closings.

Omaha

The Grand Island Drive-In, Grand Island, Neb., heralded its opening for its seventh season with a full page co-op ad. Wally Kemp is manager and co-owner, and Darrel Bloodworth is the spot's new manager. A lot of improvement's have been made with many extra attractions for the kids, including pony rides, train rides, free playground, etc. Kemp's slogan is, "We're in business for your pleasure!"

St. Louis

Morals of motion pictures are no better than those of theatre patrons, William K. Chulack, a motion picture director and producer, who presently operates an independent motion picture company here, told the fathers and daughters who attended the annual Father's Night banquet of Notre Dame High School. Chulack declared that Catholics, if they will, can dictate the ethics and morals for the screen by using their power of discretion in attendance.

The Park, Valley Park, Mo., Joe Beckett, owner, and the Gaiety, Virden, Ill., W. F. Swift, owner, are among the latest theatres in this territory to arrange for CinemaScope equipment and projection. . . . Dave Arthur, head, booking department, Fanchon and Marco-St. Louis Amusement Company, has returned from a trip to New York City. He went there for art pictures and "found them," we are told.

In Jefferson City, Mo., the house Judiciary Committee voted to "kill" a bill sponsored by the four Negro members of the House of Representatives designed to end racial segregation in such public places in Missouri as theatres, hotels, restaurants, sports arenas, baseball parks, and the like.

The officers and directors of the Missouri-Illinois Theatre Owners held their first meeting in the organization's new quarters. One of the principal items on the agenda was details of the third annual joint meeting with the Kansas-Missouri Theatres Association at Arrowhead Lodge, Lake of the Ozarks, on May 10, 11, and 12.

In Beardstown, Ill., A. J. Williams, Union, Mo., secretary, Missouri-Illinois Theatre Owners, was the guest speaker at a luncheon meeting of the Beardstown Rotary Club.



WOMPI President Maxine Adams is seen welcoming actor John Wayne to the recent WOMPI banquet honoring film pioneers at Dallas. With Wayne are seen WOMPI member Stormy Meadows, dressed as a Mack Sennett bathing girl of 1914; R. J. O'Donnell, Interstate Theatres; and Flo Gann, dressed as silent screen star Pola Negri.

In Gainesville, Mo., the Sunset Drive-In opened for the season under the management of William Rebschlaeger. . . . In Farina, Ill., Bernard Wachholz is the new manager, 57 Drive-In, succeeding Norma Woods. The drive-in is owned by Kelluns, McNeely, and Woods, Louisville, Ill.

In Belleville, Ill., the Bloomer Amusement Company has awarded a contract to the local branch of National Theatre Supply for projection and sound equipment for the new Cahokia Drive-In. . . . National Theatre Supply is also furnishing the Bloomer Amusement Company new dual line cafeteria-style concessions equipment and new Hertner generators for the circuit's Skyview Drive-In, Belleville, to increase the power to 135 amps. The screen of the Skyview is being widened.

In Breese, Ill., Ben Temborius, owner, Avon and the Avon Drive-In, has increased the width of the screen to show the new wide screen processes.

In Riverton, Ill., Pete Cardoni, a former owner, Riverton, has again taken over the operation of that house and scheduled the reopening date. The theatre has been closed for some time. . . . In Jackson, Mo., Marvin Proffer, husband of a granddaughter of the late R. K. Wilson, and J. H. Yaeger, a long-time employe of the Palace, have taken over the management of that house for the Wilson Estate.

In New Haven, Ill., the Nox has been temporarily closed to permit the necessary remodeling to provide for the installation of a wide-screen and other improvements. Elmer Quesstell owns and operates the theatre. . . . In Lovejoy, Ill., the Joy was closed by David Knox, who had been operating the house for some months under a lease.

The Fanchon and Marco-St. Louis Amusement Company is converting the four-screen St. Ann Drive-In for the presentation of CinemaScope, VistaVision, etc., and it will take six weeks or more to complete this improvement. . . . The 51 Drive-In, near Cairo, Ill., and the Roxy, Mounds, Ill., both operated by Hershell Eichhorn, Mounds, are installing CinemaScope equipment. . . . The Hill Top Drive-In, Perryville, Mo., owned by L. A. and F. V. Mercier is also installing CinemaScope.

Salt Lake City

After the screening of "A Man Called Peter" by Kenneth Lloyd, branch manager, 20th-Fox, for President David O. McKay, Latter-Day-Saints Church, McKay commended the film, the first time a motion picture has been recommended by the church leader. . . . Two former theatre managers have joined in forming a new company. Phil Speckhart and R. M. Robinson have organized the Theatres Management Agency, and at the present time have two theatres under their management for the summer months. The Davis Drive-In, Layton, Utah, will be under the management of Speckhart, who will do the buying and booking as well. The Davis will open this month with a new 120 foot screen and stereophonic sound. Robinson will manage the Bountiful, Bountiful, Utah. The latter theatre is owned by Julian Bills, who will devote his full time to the Bountiful Motor View Drive-In. Bills will continue to handle contracts and booking for the Bountiful.

Herman Wobber, division manager, 20th-Fox, was visiting the local branch. . . . Mamie Peters Call, who with her husband, W. Vosco Call, operate the Capitol, Brigham City, Utah, has just released her second novel, "The Song Of The Trumpet." The novel is being published by Vantage Press, New York City. Mrs. Call's first book, "Lady Laura," published several years ago, was a success. . . . Rialto, Pocatello, Idaho, operated for the past two years by Don Mendenhall, has closed permanently.

San Antonio

The Kelly Drive-In was robbed over the week-end by two youths who made off with about $150. . . . Pickets were protesting segregated seating in the Texas for "Carmen Jones." Prior to the showing, Negroes were not admitted to the Texas. For the showing, the balcony and mezzanine were reserved for Negroes. The NAACP picket line continued throughout the week's showing. Thomas E. Powers, manager, told the group that the "theatre policies were set by Interstate Theatre officials in Dallas and that I would pass along the request" for a "wide-open door" policy for Negroes in all sections of the Texas.

The National has started a new policy for ladies on Tuesday and Thursday, when they are admitted free. . . . Gidney Talley, head, Talley Enterprises, has returned from Los Angeles, where he attended a sales meeting of Modern Film Distributors. . . . Joan Elaine Landsman, daughter of Albert H. Landsman, head, Statewide Drive-In Theatres, Inc., was married to Howard William Honigblum.

Elena Olivares, Mexican starlet, was in on a brief visit to the city. . . . The Tom Sumners Theatres are offering "Camille," starring Greta Garbo, at the Josephine, according to Bob O'Donnell, on an experimental basis. If the film proves successful other old favorites will be brought back. . . . Jewell Truex, manager, Azteca, has joined the hole-in-one club having done so here at the Oak Hills Country Club golf links. . . . Fox Movietone newsreels are being shown here regularly on the news programs of KENS-TV here.

Mrs. Winfield Jensen, manager, Scenic Drive-In, Brady, Tex., has announced the installation of CinemaScope. . . . Fire destroyed the Star, Cleburne, Tex. . . . CinemaScope equipment has been installed at the Joy, Mount Vernon, Tex., according to owner and operator Roy DeViney. . . . Construction has been started on the new 500-car capacity Sky-Tell Drive-In, Big Springs, Tex. The drive-in will be owned and operated by H. R. Poor and L. G. Haynes, who also operate the Lawn Drive-In there. . . . The Sunset Drive-In has been reopened at Munday, Tex., by owners P. V. and Clyde Williams after widening of its screen. . . . Francis Hardwick has announced the completion installation of CinemaScope at the Texas, Hereford.

Seattle

Buck Smith, Smith Enterprises, has taken over the buying and booking for the Burien, Burien, Wash., owned by A. E. Merry, and also the Roxy, Gig Harbor, Wash., owned by Howard J. Anderson. . . . Jack J. Engerman, Northwest Releasing Corporation, is on a Canadian trip to set the oening campaign of "Karamoja." . . . Modern Theatre Supply has been active extending the screens of many drive-ins. Among recent work was the United Theatre's Harbor Drive-In, Aberdeen, Wash.; E. E. Darby's Top Ti, Toppenish, Wash.; and the Prosser Drive-In, Prosser, Wash., owned by Jack Pearl.

The Roxy, Morton, Wash., owned by A. C. Peechia, opened with a new Walker American Screen supplied by National Theatre Supply and new drapes installed by Theatre Draperies. . . . Bill Stahl, National Theatre Supply, supervised the installation of new stage equipment at the Falcon, Twin Bridges, Mont., owned by Cecile McClure. Also installed were new rectifiers and new Simplex Hi lamps. Complete new track and drapes were supplied through Theatre Drapery. . . . Bud Brodie, manager, National Screen Service, had a house warming in his new home in Bellevue.

Republic salesman Dave Dunkle toured the eastern Washington territory. . . . Al Larpenteur, Northwest Releasing salesman, is also covering the eastern Washington territory.

NEWS OF THE Territory

Boston

Crosstown

Republic arranged to have "The Eternal Sea" screened aboard the aircraft carrier "Tarawa" which is in Boston Harbor. The film was shown on the hangar deck of the huge carrier, attended by 500 invited guests, including the press, exhibitors, business men, and the full complement of the ship. Rear Admiral Snackenberg, of the First Naval District, introduced Admiral John Hoskins, who was the honored guest as it was his story which formed the basis for the film. Arrangements were in the hands of Jack Saef, Al Longo, and Judson Parker, with Steve Edwards, director of publicity and advertising for Republic, who came on from New York for the occasion. He represented Herbert Yates, president, Republic, who was unable to attend. Among the theatre owners and exhibitors present were Arthur Morton, Bob Silverman, Tom Fermoyle, Malcolm Green, Bill Mulcahy, James Stoneman, Arthur Howard, Harry Browning, Jack Blass, Joe Hochberg, Joe Cohen, Al Lourie, Jack Martin, Melvin Davis, and Tom Morton. The projection was handled by Fred Geisler and Phil Lamport.

The many industry friends of Nathan "One Shot" Ross, oldest active film salesman, will honor him with a testimonial luncheon at the Roof Garden of the Hotel Bradford on April 26. The committee in charge is headed by Joseph G. Cohen, chairman, with James Marshall as treasurer. Maynard Sickles and William Koster complete the committee. Tickets for the occasion may be had from Marshall at the Variety Club of New England, sponsoring the affair. Ross has been in the film business for 45 years in this area. A pioneer, he was with the old First National Company and later joined Eagle Lion and United Artists. He is particularly well known in upper New England where he traveled extensively as a salesman. Today he is doing free-lance selling of pictures and concessions.

The booth equipment and the seats at the old Palace, Lowell, Mass., long-closed, have been sold to Eddie Sokoloski, Royal, Lowell. . . . Relston, Inc., has announced the following popcorn machine installations, Cretors Olympic machines in the Natick, Mass., Drive-In; the Kirkwood, Mo., Drive-In, and the S-3 Drive-In, Rutherford, N. J., all owned by Smith Management Company, and an Ambassador model in the Roger Williams Park, Providence, R. I. . . . George Traster, L. Traster and Sons, makers of coffee thermos tanks, used with and without electricity, has installed them in two Redstone drive-ins, the Neponset, Boston, and the Valley Stream, Long Island; at drive-ins in Muncie and Terre Haute, Ind., at the Flint-Corona Drive-In, Flint, Mich., and at the Dent, O., Drive-In.



Sol Hurok was tendered a scroll by Dr. Harold Case, left, president, Boston University, at a luncheon tendered him at the Ritz Carlton Hotel, Boston, while Louis Richmond, owner, Kenmore, where IFE's "Aida" opened, and Jonas Rosenfield, IFE, looked on. The scroll was from Boston admirers who appreciate Hurok's efforts along art lines.

Louis Josephs, salesman, Bay State Film Company, and his wife are both patients at Haines Memorial Hospital. . . . Paul Levi, publicist, American Theatres Corporation, and Mrs. Levi took a trip to Florida for a brief vacation. . . . C. F. Rowell, owner, Idle Hour, Hardwick, Maine, who is treasurer, Hardwick Trust Company, is leaving April 28 for a South American cruise on a United Fruit Company's ship for a three weeks vacation. His brother, Earl, is handling the theatre in his absence.

Doris Mollica, Opera House, Lebanon, N. H., has returned from a Florida vacation. . . . Ken Dommock, manager, Nugget, Hanover, N. H., has been visiting in New York and New Jersey. . . . Ira Vincent, Playhouse, Emosburg Falls, Vt., has a new playing time policy with only two changes a week. He has eliminated the mid-week Wednesday and Thursday shows due to slow business.

David Siegel, vice-president and treasurer, Signs, Inc., makers of screen towers, marquees, etc., for drive-ins has flown 8,000 miles in two weeks, visiting San Francisco, Los Angeles, Tucson, Phoenix, El Paso, Dallas, Cleveland, Detroit, and Philadelphia. "On the west coast there is a friendly attitude among drive-in owners," he said. "Each owner respects the other's territory to the point where there is practically no cuting-in on the other fellow. One drive-in owner would never consider building in close opposition to another's successful area. That goes for the entire west coast." Signs, Inc., has added extra lines for drive-ins, including exit and entrance signs, ramp lights, moon-light towers, and special screen surface paint. All these articles are ready for servicing now, Siegel noted. Siegel took off for Toronto, Ottawa, and Calgary.

Eliminations announced by the Bureau of Sunday Censorship included "Chicago Syndicate," parts 1 to 9 (Deletions: Eliminate dialogue, "Oh, with a chest like that she ought to sing bass," in part 3; reduce groans, screams, and cries by Connie, in part 8). (Columbia).

Don McNally, who operates three drive-ins in Vermont, the Derby, Derby-port, Morrisville and the Blue Moon, St. Johnsbury, has installed CinemaScope equipment in all the theatres. . . . Ken Gorman and his wife have closed the Town Hall, Middlebury, Vt., during the spring vacation of Middlebury College and have t ken a brief trip. . . . Mrs. Al Lourie, wife of the owner, Adams, Dorchester, Mass., is out of the Beth Israel Hospital after a successful operation.

New Haven

Crosstown

Crand continued "Bargain Nite" on Wednesday nights. . . . New Haven Drive-In had five Walt Disney cartoons on a Friday night early show to attract the younger patrons. . . . Four Fishman houses, Rivoli, Dixwell, Howard, and Lawrence, had special matinees on Good Friday for the youngsters, with "Disney-rama" as the screen attraction. . . . The Cub Scouts of St. Aedan's Church staged a benefit show at the Westville recently. . . . The Roger Sherman had a sneak preview . . . Morris Rosenthal, Loew's Poli manager, was a hospital patient. . . . H. Cohen received quite a bit of publicity recently when he featured localite, Ernie Borgnine, on his marquee.

Meadow Street

Some theatres throughout Connecticut closed between noon and 3 p. m. on Good Friday in observance of the religious services. In the Waterbury area, Loew's Poli State began its theatre day at 3 p. m. In Naugatuck, the Salem also started at 3. Victory, New London, closed between 12 and 3, while the Garde, also New London, began its performance at 3:15 p. m. . . . In Middletown, general manager Sal Adorno arranged to give free candy to all the youngsters attending the Palace, Capitol, and Middlesex on a Saturday in observance of Easter. He had a nice Easter greeting to the theatre patrons published in the Middletown Press.

Norwalk Drive-In gave free choclate Easter eggs to the first 500 kids coming to the outdoor theatre on Saturday. . . . By having the Easter sunrise services of the Danbury Area Council of Churches held at the Danbury Drive-In, over 350 cars brought between 1,000 and 1,500 people to the holiday event. . . . The Pine Drive-In had a giant Easter egg hunt on Easter Sunday. . . . The East Windsor Drive-In gave a free Easter egg to the first 500 youngsters attending the theatre. . . . The Danbury Drive-In gave chocolate Easter eggs. The policy of the theatre will be weekend operation till further notice.

The Newington Police Department gave theatre passes to 27 school children for good observance of safety rules at street crossings. The Newington cooperated with the Police Department in the safety project. . . . Manchester Drive-In has installed a new wide-screen. . . . The Southington Drive-In is reported due for an early May opening. The new outdoor theatre is being built by the Ames Construction Company, Hartford, for the Connecticut Theatres Circuit. . . . Work is progressing at the new Lockwood and Gordon Drive-In, Bridgeport. Concession and projection buildings

and the screen towers were being constructed. Opening is expected in June.

Jim Tottman, SW Theatres, returned from Florida. . . . E. M. Loew Farmington Drive-In reopened. . . . Pike Drive-In gave free coffee on a Wednesday night. . . . Commodore Hull, Derby, Conn., had a new game with 10 big prizes at the April 9 children's matinee. . . . Congratulations were in order to Lou Phillips, Capitol Theatre Supply, in the observance of his 70th birthday. Friends gave him a birthday party at the Oxford Inn. . . . Columbia salesman Earl Wright and Mrs. Wright spent Easter Sunday in New Hampshire visiting with Wright's 86-year-old mother.

A giant birthday cake was obtained for the sixth anniversary of the Ville, Waterville, Conn. . . . Patrons were invited to visit and receive a slice of the birthday cake. . . . Lake Drive-In started a 16 full size volumes encyclopedia deal on April 11, to be given out Mondays, Tuesdays, and Wednesdays after the first week. . . . On Easter Sunday, Darien, one of the Prudential Playhouses, gave the first 25 ladies attending the matinee a corsage, through the cooperation of the Nielson's Florist Shop, Darien, Conn. . . . Music Box, New Britain, Conn., had Smiling Jim's Western Caravan on stage.

Circuits

Loew Poli

Division manager Harry F. Shaw, publicity director Lou Brown, and Morris Rosenthal, manager, Loew's Poli, are members of the New Haven Advertising Club's Medal Award Dinner to Patrick J. Goode committee.

Connecticut

Hartford

Prizes were offered to patrons participating in a newspaper movie star scrambled names contest, promoted by George E. Landers, Hartford division manager, E. M. Loew's Theatres, in conjunction with the regional premiere of Columbia's "Three for the Show." For "New Orleans Uncensored," Landers went to town on street campaigning. Five thousand tabloid heralds were distributed on downtown streets by two models before and after opening. Tabloids were also inserted in newspapers, left in parked cars, and distributed in several residential sections. Several eye-catching five-foot cut-outs of Helene Stanton, featured player, were tied to downtown street corner posts.

Harry F. Shaw, division manager, and Lou Brown, advertising and publicity manager, Loew's Poli-New England Theatres, and Charlie Fellerman, MGM home office exploitation department, were in town in conjunction with "The Prodigal." The circuit hosted area press and other opinion-makers at a Bond Hotel luncheon.

Perakos Circuit plans to build a 900-car capacity drive-in at nearby Wethersfield were defeated with the town Zoning Board of Appeals denying application filed by John Parakos, assistant general manager, Parakos Theatre Associates, and Orin P. Kilbourn, West Simsbury, Conn., for permission to build the outdoor venture. At the same time, the board turned down the request of Attorney William E. Ewing, Jr., representing Parakos and Kilbourn, for a continuance of the hearing to a later date.



James Cagney, star, Paramount's "Run for Cover," had a fine time recently talking with exhibitors while in Boston. Mrs. Cagney accompanied him on the trip and they are seen here with Morris Simms, manager, Olympia, New Bedford, Mass., whose theatre is not far from Cagney's summer home.

Alexander Jarvis, the Manchester builder-developer, plans construction of a huge shopping center, including an indoor theatre, on Route 75, Windsor Locks, some 15 miles north of Hartford. Building is expected to start sometime next fall, with identity of persons slated to operate the theatre not disclosed.

Andy Ciccalone, assistant manager, Eastwood, East Hartford, Conn., has run into a streak of bad luck. He fractured an ankle several months ago. The other day, he fractured an arm. . . . Strand Amusement's State, Torrington, Conn., has a new dinnerware giveaway. . . . Frank Lynch, Salem Playhouse, Naugatuck, Conn., booked nine sportsminded short subjects under the general heading of "Baseball Jamboree" and played the attractions with a regular feature, MGM's "Angel in the Outfield." . . . Allen M. Widem, Hartford Times motion picture editor, flew back from Los Angeles, where he covered the Academy Awards and made an annual tour of major film studios.

Watertown

Complaints by Oakville residents against construction of a drive-in in the area were ruled not pertinent at a hearing held at Hartford. Application has been made by Fred Quatrano for a certificate granting the right to construct and operate a drive-in off Frost Bridge Road in the town of Watertown. There was no indication as to what the decision of State Police Commissioner John C. Kelly would be. Meanwhile, it was indicated that the objectors might appeal to the Watertown Traffic Commission.

New Hampshire

Concord

The Concord Drive-In opened with a new plastic high-reflection screen 90 feet in width. This is almost double the size of last year's screen. New projection equipment has also been installed. The theatre will continue its policy of showing double features and admitting children under 12 free.

Hooksett

The Sky-Ray Drive-In here opened recently and is offering free novelty gifts for the ladies.

Lebanon

The Opera House showed cartoons for children recently at a free Saturday morning show. Adults were invited to enjoy the program for a slight admission fee. Boy and Girl Scouts served as ushers.

Manchester

The Pine Island Drive-In held its grand opening early this month with the usual 50-cent admission and a double bill. . . . The Manchester Drive-In is also open for the season and featured a Saturday night "Cartoon Carnival" for the kiddies.

Massachusetts

Holyoke

Hampton Theatre Corporation, Boston, has reopened the Sundown Drive-In, Hampton Ponds. The new manager is H. Paul Fasshauer.

Rhode Island

Providence

Protestant clergymen, 800 strong, representing virtually every village, town, and city in the state, were recently guests of Willard Mathews, Majestic manager, at a special private screening of "A Man Called Peter." . . . Elaborate preparations for one of the most outstanding events ever to take place in Rhode Island motion picture history annals are fast taking shape. The forthcoming world premiere of "The Eternal Sea" scheduled at the RKO Albee on April 20, is the first such occasion ever to be witnessed in this State. A cocktail party, dinner, and reception held in the Officers' Club at the Quonset air and naval base, sparked the "kick-off" of the extensive celebration. The RKO Albee, itself, is being given a most thorough "face-lifting" in preparation for the event. The outer and inner lobbies are being completely refurbished and redecorated, and intense cleaning activities are undarway throughout the entire house. Initial plans call for several units of sailors, marines, seabees, and coast guardsmen to head a monster street parade, which will include gaily decorated floats, girls, military and school bands, and scores of other marching units. Searchlights, bunting, streamers, balloons, and colored garlands will frame the Albee itself. Naval planes, jets, and helicopters will circle the theatre during the height of the festivities. All of the the stars appearing in "The Eternal Sea" will visit the Albee, as well as studio executives, state and city dignitaries, the clergy, newspapermen, and radio and TV personalities. All in all, Dave Levin, Albee manager, has lined up a most pretentious program.

NEWS OF THE Territory

New York City

Crosstown

Seymour I. Feig, manager, RKO competitive bidding department, was sworn to the New York State Bar. He has been at RKO since 1940, when he joined the contract department. He served in the legal department, assisting William Zimmerman, before handling competitive bidding. He is a graduate of St. John's University and the New York Law School. . . . Bill Shirley, veteran exploiteer, is recuperating following an operation in St. Joseph's Hospital, Yonkers. He would like to hear from his friends at 474 West 238th Street, Riverdale, N. Y.

A gala Easter party was held at the Home of St. Giles the Cripple, Brooklyn, N. Y., with the youngsters of this nonsectarian hospital for underprivileged children the recipients of bunnies, toys, candy, and entertainment. Sponsored by Harry Garfman, Brooklyn and Queens business representative, Local 306, the festive party is but another in the program of events to provide moments of cheer and happiness to the bedridden youngsters by the Movie Social Club, Kings County, Inc., Brooklyn.

Bessie Gross, wife of well-known veteran exhibitor Harry Gross, formerly with the Interboro Circuit and Combined Bronx Amusements, died and was buried at Mount Juda Cemetery.

Walter Seltzer, Hecht-Lancaster vice president in charge of advertising, publicity, and exploitation, arrived from Hollywood for conferences with UA executives on national distribution and promotion plans for "The Kentuckian" and "Marty."

Sam Israel, studio publicity director, U-I, left following 10 days of conference with Charles Simonelli, U-I eastern advertising and publicity department manager, and Philip Gerard, eastern publicity manager, on publicity plans on "The Shrike" and "To Hell and Back."



Milton Schwartz, right, manager, Criterion, New York City, displays recent house front standee used in tieup for Paramount's "Mambo" with Fred Astaire Dance Studio, The Desert Inn, Miami Beach, Fla., and North American Airlines in the promotion of a mambo dance contest. At the left are four mambo dance specialists from the Astaire studio who performed in front of the theatre to attract passers-by.

Columbia's nine divisional field exploitation managers and key home office promotion executives gathered at the Warwick Hotel here for an intensive one-day meeting. Out of the conference was expected to come an overall program of field promotion, designed to increase ticket selling aid to exhibitors on the local level.

New Jersey

Asbury Park

Leonard Romm has been appointed managing director and booker for the operation of Convention Hall, for which Walter Reade Theatres, Inc., has been awarded a three-year lease for summer operation.

Newark

Bernard Silverman, manager, Branford, and a veteran of 25 years in show business, was appointed district manager for the Essex County Theatres by Charles A. Smakwitz, zone manager for Stanley Warner Theatres in New Jersey. John Stanek, Fabian, Hoboken, took over the managerial reins of the Branford, and another aggressive showman, Frederick DeAngelis, will move up from the Sanford, Irvington, to manage the 3200-seat Fabian. In order to facilitate operation of the Zone, Smakwitz also announced a new realignment of districts. Silverman will have charge of the Capitol, Central, Regent, Ritz, Roosevelt, Stanley, and Tivoli, Newark, and the Embassy, Orange; Hollywood, East Orange; Millburn, Millburn; and Sanford, Irvington. Harold Widenhorn, who had supervised the Essex County theatres, now has charge of the Cranford, Cranford; Central, Jersey City; Capitol, Belleville; DeWitt, Bayonne; Fabian, Hoboken; Lincoln, Union City; Ritz; Jersey City; Regent and Ritz, Elizabeth; the Roosevelt, Union City; the Union, Union; and the Warner, Harrison. Anthony Williams has charge of the district formerly supervised by Joseph Lefkowitz, who resigned to operate his own theatres. Williams retains supervision of the Stanley, Jersey City. The other theatres now in his group consist of the Branford, Newark; Fabian and Regent, Paterson; Baker, Dover; Montauk and Capitol, Passaic; Oritani, Hackensack; Oxford, Little Falls; Royal, Bloomfield; Wellmont, Montclair; and Warner, Ridgewood. Smakwitz made known the winners of the first weekly Newark Zone prizes in the Movie Spring Festival. First honors, a $25 bond, was awarded to Adolph Finkelstein, manager, Embassy, Orange, for his "no cost" campaign in arranging the world premiere of "Murder at the Villa Capri," a film with many exterior scenes taken in Orange and Newark. Runner-up honors went to George Kemp, manager, Montauk, for his "He-Man Contest" on stage. The $25 bond for the best children activity was won by John Stanek. Bill Kirby, manager, Tivoli, received honorable mention for his PAL "fleaweight" boxing bouts on stage.

New York State

Albany

The Joint Legislative Committee to Study the Publication of Comics and its authority to function was extended to March 31, 1956. It is empowered to make "a thorough study and survey of, and in connection with, the entire subject of offensive and obscene publications, motion and still pictures, radio and television programs, and of matters and problems related thereto," under the terms





RKO recently held a two-day regional sales meeting at the Hotel Warwick, New York City, under the supervision of Walter Branson, world-wide sales manager. Among those present were, left to right, Harry Cohen, Montreal branch manager; Jack Labow, Canadian district manager; M. Nackimson, Toronto branch manager; and Ken Snelgrove, St. John branch manager; and, right, left to right, Barney Pitkin, New Haven branch manager; Joe Brecheen, Washington branch manager; Charles Zagrans, Philadelphia branch manager; Dave Silverman, Pittsburgh branch manager; and Hatton Taylor, Boston branch manager. Current and forthcoming product was discussed.

of the draft introduced by Chairman James A. Fitzpatrick, Plattsburg.

Strand was one of the many theatres staging an Easter week morning performance for children. Called "The Bugs Bunny Easter Cartoon and Comedy Show," it had as extra features $50 in door prizes, courtesy of the nearby Wonder Shop, for little folks, and a free gift for every youngster. Manager A. O. La Flamme arranged the affair and made the tieups. . . . Ritz, also a Stanley Warner house, plugged the state premiere of "Four Ways Out," starring Gina Lollobrigida. Al Swett manages the Ritz.

Paul Wallen's Grand was included in the closed circuit of theatres for the Salk vaccine-for-polio critique, originating at University of Michigan study headquarters and attended here by area doctors who were guests of Eli Lilly and Company, manufacturer of pharmaceuticals.

Rustic Drive-In, West Sand Lake, N. Y., reopened with a wide-screen for CinemaScope. . . . Walter Reade's 9W Drive-In, Kingston, N. Y., is another area automobiler featuring CinemaScope this season.

The dinner-dance honoring Jules Perlmutter, retiring chief barker, Albany Variety Club, will be held April 30 in Empire Room of Sheraton-Ten Eyck Hotel. Starting hour is 7:30 p. m. The theatre owner had the unique distinction of serving two consecutive terms as chief barker. Committee for the testimonial consists of property master Lewis A. Sumberg, second assistant chief barker Jack Goldberg, former chief barker Nate Winig, Aaron Winig, and Gene Teper, with chief barker George H. Schenck as ex-officio.

A certificate of incorporation for Spar Drive-In Theatre, Inc., near Saratoga Springs, has been filed with the Albany county clerk. Incorporators are Jules Perlmutter, new lessee, Attorney is Lewis A. Sumberg and accountant Max Zuckerman. . . . R.T.A. Distributors, Inc., headed by Harold Gabrilove, Variety Club member, has increased its capital stock from $350,000 to $600,000. George Myers, city court judge, was recording attorney.

Fabian-owned Mohawk Drive-In unveiled its 125-foot-wide screen and enlarged cafeteria-type concession building. The screen is described by Irwin Ullman, upstate supervisor, Fabian drive-ins, as the second largest in the world. The self-service facilities are adequate to service from 800 to 1,000 persons in a 10-minute intermission break. Mohawk's entrance is now spectacularized via the illuminated figure of an Indian and mural background. A toll-style boxoffice is used. Roses for women in the first 350 cars, cigars for men in the same cars, and candy for all children were distributed.

Iroquois International Corporation has been authorized to conduct a motion picture business in New York. Capital stock is 200 shares. Attorney is Sydney A. Mayers. . . . Campus Film Productions, Inc., has been empowered to carry on a motion picture and television business in New York.



One thousand, two hundred and nineteen square feet of pulchritude in the form of Gina Lollobrigida beckons passers-by of the Globe, where the Lollo starrer, "The Wayward Wife," an IFE release, recently opened.

Industry employment sometimes seems uncertain, but there are many contrary indications in Albany and other exchange centers. Six U-I workers, reading in "Progress," company house organ, that a Washington group had served a total of 110 years, notified manager Norman Weitman they had been with U-I a total of 170 years. Weitman thereupon sent the editor the facts and kiddingly called the Washingtonians "the baby carriage brigade." The local sextet and their service segments, Mabel Miles, inspectress, and Jim Tunney, head shipper, 31 years each; Ethel Anameier, manager's secretary, and Jane Flynn, inspectress, 30 years each; Al Marchetti, head booker, and Catherine Burke, cashier, 24 years each.

Nat C. Rosen, moved by 20th-Fox from Albany to Pittsburgh as manager, was given a testimonial dinner in Canary Room of De Witt Clinton Hotel. Norman Weitman, U-I manager, and Norman Jackter, Columbia manager, arranged the farewell and purchased a gift for Rosen. He successfully managed the local branch for three and a half years, coming here from Philadelphia. The promotion to the driver's seat in the bigger Pittsburgh district was followed by the advancement of salesman Clayton G. Eastman to the top spot here to replace the departing Rosen.



Kay Armen recently visited Walter Reade's Mayfair, Asbury Park, N. J., in connection with the opening of MGM's "Hit The Deck." Seen, left to right, are Miss Armen; Jerry Beckman, her manager; Herb Rubin, Reade managerial staff; and John Balmer, city manager for Reade in Asbury Park. Miss Armen autographed photos in the lobby and made a stage appearance.

Two exhibitors returned to their posts after Florida vacations, Clarence Dopp, operating in Frankfort, Northville, and Poland, and Lou Goldstein, owner, Schuyler Drive-In, near Utica, N. Y., and West Rome Drive-In, outside Rome, N. Y. Former assistant chief buyer-booker for Schine Circuit, Goldstein not only operates Schuyler and West Rome, but buys and books Harry Lamont's Riverview Drive-In, Rotterdam, and Vail Mills, Vail Mills.

The Fabian Spring Jubilee of Hits is being celebrated in theatres in Albany, Cohoes, Schenectady, and Troy, N. Y. Promotion, running, from April through June, is aimed at stimulating attendance via a variety of special events, contests, and campaigns. Richard Murphy, manager, Proctor's Troy, employed attention-getting copy to herald a two-for-one reduced matince scale. Schenectady houses have been spreading a "Fabian Theatres 1955 Spring Jubilee of Hits" slug through insertions for individual situations. Division manager Saul J. Ullman heads the drive.

Strand, managed by A. O. La Flamme, in conjunction with Albany Artists Group and The Knickerbocker News, scheduled a model contest for the former's Beaux Arts ball at De Witt Clinton Hotel, tied in with "East of Eden."

A sheaf of publicity for MGM's "The Prodigal" was garnered in Albany through the visit of starlet-dancers Darleen Engle, Jolene Brand, and Joan Pattie with the "Wheel of Fortune" float. The brunettes broadcast over WPTR, 50,000-watt station operated by the Schine interests, made appearances in the Teens' Department of Whitney's Store, downtown, and in Albany Public Market, uptown, and gave press interviews. Thousands of area residents viewed the spectacular float. The Hollywood contingent distributed autographs and discussed teen age problems during their 2:30 p. m. date in the department store, which Bill With, Palace manager, arranged with president Thomas B. Wheeler, Jr. The Misses were interviewed via WPTR by Elaine Drooz on "Luncheon at the Sheraton-Ten Eyck," where Jack Goldberg, MGM resident manager, joined them. Bob Stone, Des Moines-Omaha field representative for MGM, is accompanying the girls on an eight-week tour heralding key engagements.

Buffalo

The old Academy has been purchased by the Marine Trust Company of Western New York. The theatre was purchased from Michael Perna, who will continue the operation of the motion picture house until the bank has need for the property, which eventually it plans to improve "for banking purposes." The Academy goes back to Oct. 15, 1852. That's the date it opened as the Metropolitan. Motion pictures have been shown in the Academy

for the past decade. It was a popular Bingo spot for several years, with the late Harry Dixon as manager.

Representatives from both distribution and exhibition from the east and the midwest attended the big testimonial dinner given by the Variety Club of Buffalo in honor of Dave Miller, recently retired as Buffalo branch manager, U-I. Miller was the first chief barker, Buffalo Variety Club. William D. Dipson, vice-president and general manager, Dipson Theatres, himself a past chief barker, was general chairman. Co-chairman was Myron Gross, Buffalo Co-operative Theatres, another past head barker. Others on the committee were Edmund DeBerry, Buffalo branch manager, Paramount; Arthur Krolick, district manager, UPT; Murray Whiteman, past chief barker; George H. Mackenna, managing director, Basil's Lafayette; and Albert F. Ryde, business agent, Motion Picture Operators' Union. Miller has been associated with distribution for 30 years, chiefly in the Buffalo and Cleveland territory.

The Eastman, Rochester, N. Y., will be "better than new" and ready for business in mid-May, the University of Rochester has announced. The final safety tests successfully completed, the ceiling, a section of which collapsed last Dec. 9, is undergoing the final touch of a $100,000 repair job. In addition to replacing the four ceiling panels that fell, the workers are installing 3,000 steel wire hangers designed to carry four times the ceiling's weight, and now are cleaning and repainting the walls and ceiling. Cost of the big repair job is being borne by the Eastman School of Music of which the theatre is an integral part. The theatre was not insured against damage of this kind.

Arthur Krolick, district manager, Paramount theatres in Buffalo and Rochester, journeyed to New York to attend the premiere of Paramount's "Strategic Air Command." . . . Many Rochesterians got about as close as they ever will to an Oscar when they visited Loew's. Lester Pollock arranged to display the Academy Award statuette brought back from Hollywood by Carl S. Hallauer, which was awarded Bausch and Lomb for that company's development of CinemaScope lenses.

State Senator Stanley J. Bauer has run into some outspoken opposition on his bill to permit certain theatres to sell alcoholic beverages at certain performances, and in a letter to The Cheektowaga Times, the senator complains that "misunderstanding" had arisen and offered the following explanations: "I wish to apologize for my so-called Theatre Liquor Bill which has created so much misunderstanding, agitation, and discussion. Last year I introduced this same bill without comment from anyone, and please be advised that the bill was primarily introduced for New York City. The only local theatre that could possibly be covered under this bill would be the Erlanger. Considering the fact that musicales, ballets, operas, and concerts



Jeff Chandler, U-I star, enroute from Hollywood to the Virgin Islands for the location shooting of "Away All Boats," in which he is starred, recently arrived in New York for a second honeymoon with his wife Marjorie.

are held in Kleinhans Music Hall where a bar is maintained on the premises, and the fact that a bar is located in the Memorial Auditorium where the Shrine Circus is held and where thousands of our children attend as well as the Ice Follies and the college basketball games, without either location contributing to juvenile delinquency or outraging public decency, I considered my bill quite harmless. More so after you really realize that my bill does not apply to the motion picture or outdoor theatres. Regarding the unfavorable, distorted publicity I have received in relation to this bill, I should at least have been afforded the opportunity of explaining it to responsible people or at least of advising them of the text and contests. This bill does not mean a thing to me, and to lay at rest your deep concern, I am willing to drop the entire matter and permit the bill to die in committee and never introduce it again."

When Margaret Hayes was in to do some tub-thumping for MGM's "Blackboard Jungle," she went into raptures over the Hotel Statler's hot fudge sundaes and praised them to the skies in the course of an interview with Ardis Smith, drama editor, Evening News. The manufacturer saw the laudatory remarks and forwarded a gallon of the fudge to her. . . . Mrs. Lee Gross Adams, booker, UPT executive offices, postcards from Los Angeles where she is vacationing with hubby Dick, that she is "having the time of her life." The Adams planed to the West Coast and both expect to visit several of the motion picture studios. . . . Among those who have signed up early for the annual cruise of the Greater Buffalo Advertising Club, June 22-26, are Bob Boasberg, brother of Charles Boasberg, industry sales executive, and Elmer F. Lux, head, Elmart Theatres, and president, Buffalo Common Council. The outing of the club this year will be to Gratiot Inn on Lake Huron.

John Springer, former Rochesterian, now associated with RKO in New York, was in Rochester to visit his parents, Mr. and Mrs. Wildred A. Springer, and other relatives. Springer plans, in partnership with James Terry, to produce two feature-length films in Portugal. The first will be based on a noted novel, "Strange Houses."

Two well-known Buffalo projectionists have retired. They are Cecil Franklin, who had been stationed at Shea's Buffalo since 1928 and who before that had been at the old Loew's, now the Century, and Dave Hunter, a 22-year veteran of the Shea's Buffalo projectionists staff. Jack Sawyer, formerly in charge of projection for the entire Shea Circuit, is now at Shea's Teck as a control man for the Cinerama operation there.

Lester Pollock, manager, Loew's, Rochester, rounded up the talent for the annual Police Ball in Rochester, and he and Carl Hallauer, president, Bausch and Lomb, chairman, citizens' committee aiding the affair, were able to arrange for the appearance of the MGM star, George Murphy, now a studio executive. . . . The big MGM "Wheel of Fortune" float touring the nation to do some tub-thumping for "The Prodigal," hit here, and Shea's Buffalo ad-pub chief, Eddie Meade, lined up some good publicity for the visit. Three starlets accompanied the float and all were interviewed by various local radio and TV personalities. WGR-TV showed the float to its audience when it was run right into its mammoth studio for a telecast.

Lou Levitch, manager, Granada, Schine community house, put on a highly successful "Mammoth Showing on Modern Electric Living." The show was widely publicized and the theatre was packed. It was a special matinee affair, starting at 1:30 p. m. . . . Some 30 students from Ohio University visited the George Eastman House in Rochester and the other day as part of a holiday tour of Kodak Town photographic centers. The group was greeted by Oscar N. Solbert, museum director, and a film was shown on the history of motion pictures.

Glens Falls

Manager George Pugh is holding Saturday afternoon meetings of the Children's Safety Club in Schine's Rialto, where screen programs are presented under the sponsorship of local establishment.

Gloversville

Persistent probing by the police and close cooperation by the management solved the vandalism which did an estimated $2,000 damage to Schine's Glove Dec. 4. Three 17-year-old boys, one a discharged usher alleged to have borne a "grudge" against the theatre, were involved. An agreement was reached with parents to repay the theatre for damage done. Schine Enterprises, Inc., owner, Glove, declined to press a charge.

Hudson Falls

Schine's Strand was open the entire Easter week for afternoon and evening performances. A Monday afternoon Disneyrama was one of the special features.

Ogdensburg

John Free, who operates the Pontiac, reopened his nearby drive-in with a pledge to present Hollywood's finest pictures in CinemaScope, SuperScope and wide screen presentation.

TAKE TIME OUT



Cancer strikes 1 in every 4 Americans. It strikes with vicious swiftness. Too often it is discovered — too late.

To protect yourself and your family, have a thorough medical examination every single year without fail. Six months after such an examination, every woman over 35 should return for a pelvic checkup. Every man over 45 should have a chest X-ray twice each year. *Many cancers can be conquered if caught in time!*

STRIKE BACK AT CANCER... MAN'S CRUELEST ENEMY

Give to
AMERICAN CANCER SOCIETY

EYEING THE Exchanges

UA — Student booker Tom Kneitel was scheduled to attend the Stanley Kramer film celebration at New York University. . . . Boxoffice analyst Rose Filler has resigned her job in favor of a life of marital bliss.

20TH-FOX — Condolences to print booker Bill Tavernise upon the death of his mother. . . . Martin Moskowitz, division manager, is off for an early vacation. . . . Salesman Moe Kurtz recently journeyed to Syracuse, N. Y., for a visit with his daughter.

RKO — Switchboard operator June Jacobson will honeymoon in Florida with husband to be Milton Schnur. . . . Office manager Frank Drumm is out due to illness. . . . Statistician Bud Giles, assistant coach of the St. Clares of Rosedale basketball team, announces that his team won the major division championship in the Brooklyn C.Y.O. league. Bud celebrated a birthday.

MGM — Rea Fischel, assistant cashier, celebrates a birthday on May 10th. . . . Switchboard operator Mae Pannese is to have an operation which will keep her away from work for some time. She is temporarily being replaced by Loretta Pedersen. . . . Lucy Aviles expects to be married by May 4. . . . MGM employees celebrating birthdays in early May include contract department head Harriet Allen, examiner Charlotte Carvan, and Mae Pannese.

COLUMBIA—Pete Casini is the new office boy. . . . Cashier's clerk Bob Mucci is to wrestle for his "Y" chapter in the New York-Chicago finals. . . . Booker's clerk John Pascol was home ill.

PARAMOUNT — Ledger clerk Eileen Seidman returned from a Florida honeymoon. . . . The Paramount office was in the process of being repainted. . . . Gloria Genovese, branch manager's secretary, went to Europe for an April vacation .

RAMBLIN' 'ROUND — Bell was to release six features by May. . . . U-I cashier Walter Bernard is speedily recovering from his illness and should be back at work in the near future. . . . Harold Rosenberg, student booker at Warners, was to be married April 3 and then a Florida honeymoon. Upon his return, he will be stationed at the Warners Boston exchange. . . . Warner typist Elithia Lynch was engaged on Easter Sunday. . . . MGM's Gladys Brownstein and U-I's Dick Feinstein were coupled in matrimonial bliss. . . . U-I salesman Phil Winneck and wife were recently paid a visit by their grandson. The eight year old flew alone to New York from Washington. . . . The baby daughter of booker Hank Feinstein recently paid a visit to the AA office. . . . Recently married was the son of Jack Rochelle, owner, Park, Rockaway Park. . . . An April vacation for Bell booker Rose Allison. . . . Realart's Ben Levine is to celebrate a birthday on April 28. . . . RKO theatre booker Archie Berish was back after an attack of grippe. . . . The Booker's Club theatre party will be on April 21 and is completely sold out. . . . Booker Gene Newman, Paramount, is proudly displaying the watch he received for becoming a member of his company's 25 year club. . . . Condolences to general manager Larry Morris, B. S. Moss Circuit, and former Warners booker Arnold Jordan upon the loss of their fathers. . . . exhibitor Harvey English, Hancock, N. Y., died.

— D. T.

Syracuse

The sports car race which Ralph Stitt and Ralph Rubin engineered recently with the engagement of 20th-Fox's "The Racers," Schine's Paramount, was nothing short of sensational. They got grand cooperation from the Central New York Sports Car Club, from one of the local newspapers and from WSYR-TV. John Duvall, official starter, Watkins Glen Speed Races officiated. There was a public address hook-up at the starting table and he talked for nearly three hours and kept the public interested all about why they should see the film. WSYR-TV sent a photographer to cover the event and he took around 200 feet of film at the start, out on the course, and at the final awarding of trophies. There were 52 cars competing and "the racers" were serious about the whole thing, as well they might have been, with such handsome trophies for prizes, inscribed by Kirk Douglas. The start and finish of the race was in front of the theatre. Approximately 75 drivers of Jaguars, MGs, Thunderbirds, Corvettes and other sports cars participated. The promotion brought crowds to the theatre and stimulated a considerable amount of interest in the film's engagement.



Doris Day is seen as she arrived in New York from Hollywood recently en route to Europe for a short holiday before starting in Paramount's "The Man Who Knew Too Much."

Utica

Lincoln, neighborhood theatre, had a grand reopening Easter Sunday. . . . Stanley Warner Avon held a contest to select Utica's "Little Davy Crockett" in connection with the run of "Davy Crockett." Mrs. Otilie Fearing, manager, arranged the promotion. . . . Kallet's Drive-In, Cary's Corner, reopened Easter Saturday.

NEWS OF THE Territory

Philadelphia

Crosstown

The SW Stanley was closed for two hours on April 11 while an invited audience of physicians, professors, scientists, and SW officials took a look at the closed circuit televising of the Salk vaccine against polio broadcast.

Vine Street

The Norman T. Moray silver anniversary drive at Warners should prove a big success judging from the efforts all of the local exchangeites are putting behind the effort. Their latest slogan is "The month of May for Norman Moray." C'mon, exhibs, help them out with some dates. Book now!

Mike Felt is now a clerk with the Pennsylvania State Board of Censors. He replaced Workman Driver. . . . Eddie Gabriel, Capital, is handling British Information Service shorts in the area, while Jack Jaslow has "Formosa, The Guarded Island," a topical subject which played the SW Stanton recently.

Virginia O'Brien, Warners booker, suffered a fall on the street which resulted in a fractured arm.

Columbia field exploitation division manager Milt Young attended a meeting with key home office promotion managers in New York City.

Irv Blumberg, Warner publicist, held a special screening of "Strange Lady In Town" for all radio and TV personalities and made sure they had the Columbia recording of the Frankie Laine platter of the title song.

Leon Cohen, proprietor, "Label's Laboratory," or the Vine Street Screening Room, has been suffering with an infection on his neck. . . . Max Miller, UA exploiteer, came up with a flock of books.

Ed O'Donnell, Warners salesman, became the proud father of a baby girl born at Temple Hospital, weighing in at seven pounds, nine and one-half ounces, and named Kathleen. This is the O'Donnell's third child, the other two are boys.

Al Horwits, former local sports writer, and long associated with the industry in a public relations capacity with U-I, is now p.r. head of Columbia.

Jack Howard, Cowboy Records, is getting set with a magazine give-away for guests at local hotels.

Circuits

Stanley-Warner

Stanley Warner zone office employees are all very excited about the new coffee lounge being readied for their comfort. . . . Helen Mahoney and Sally Wolk, both of the contract department and



William Goldman, head, William Goldman Theatres, Philadelphia, was recently sworn in as a member of the Philadelphia Board of Public Education by Board vice president Leon J. Chermayer in a ceremony held in the School Administration Building.

Toba Friedman, Lester Krieger's secretary, all celebrated birthdays recently.

Sympathy is extended to the family of Sam Crayder, veteran showman and one time SW theatre manager, who died recently in Atlantic City, N. J. . . . Jayne Netzel, booking department, is recovering from a recent operation. . . . Jimmy Iverson, Palace, is celebrating 36 years with the company.

Those who remember Davie, one of the elevator operators at the old Earle Theatre Building, will be sorry to learn of his death. . . . Jack Brodsky still retains his keen perception in the selection of efficient secretaries (and she's pretty, too); her name, Betty Tartock. . . . The new boy in the mail room is Stanley Steinbock.

District of Columbia

Washington

RKO — Frieda Burman was released from George Washington hospital and is recuperating at home. She expects to be home for another two weeks before returning to work. . . . Olmsted Knox, salesman, is working Norfolk, Va., on routine business. . . . Charles Hurley, salesman, journeyed to the Valley.

ALLIED ARTISTS—R. E. Graber, auditor from home office, is visiting the branch



Mrs. Catherine Marshall, acting on behalf of 20th-Fox, recently presented a CinemaScope print of "A Man Called Peter" to the National Archieves in Washington, D. C., in memory of her husband. Dr. Wayne C. Grover, archivist, is seen accepting as Senator Alexander Wiley, R., Wisconsin, right, looked on.

on routine business. . . . Emelyn Benfer, formerly with Sandy Films, joined the staff as a booker. . . . Harold Levy's son, Willard, is improving very nicely after returning to the hospital.

H. C. Thompson, Paramount salesman, has entered Casualty Hospital for a routine examination. . . . William Wilson, Republic head shipper, celebrated a birthday. . . . Betty Baker, former Republic inspectress, died. . . . Jake Flax, Republic branch manager, will journey to New York to attend home office sales meetings. . . . P. Shiffman, IFE, traveled to Philadelphia last week to attend business meetings.

DISTRICT THEATRES—George Wheeler's wife Helen and son Bennett are spending a week in Pittsburgh, visiting family and friends. George plans to join his family for the trip back home. . . . Lucille Browne spent the Easter weekend visiting her mother, who is sick at Colonial Beach, Va. . . . District Theatres are excited over the personal appearance of Cab Calloway and Erskine Hawkins band at the Howard.

COLUMBIA — Sam Galanty, division manager, was busy visiting in Cleveland. . . . Ben Kaplon, branch manager, was making the rounds visiting exchanges in Richmond, Newport News, and Norfolk, Va. . . . Jimmy Whiteside, salesman, recently became a resident of Wheaton, Md. . . . Sally Zeoli was flashing a big smile over a certain bingo game. . . . Ethel Finney was sporting her new Easter outfit. . . . Freddie Sapperstein, office manager, rushed to make his train to attend Passover services in Baltimore, Md. . . . Sid Zins, press representative, was busy working on forthcoming films in the Washington area. . . . Elmer Moore was wearing that outdoor look as the result of his annual spring gardening. . . . Joe Klase is bringing his hospitalized son to the Pick Temple Show over CBS WTOP-TV.

U-I—Stanley Taylor, salesman, was working Eastern Shore. . . . Jack Keegan, former U-I booker, and now in the

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Members of the motion picture industry of Washington recently turned over money raised through their efforts on March of Dimes to city commissioners. From left to right are Commissioner R. F. Camalier; Frank La Falce, Stanley Warner Theatres; James Martin, District Tax Assessor's Office; A. Julian Brylawski, SW Theatres; Commissioner Spencer; Shep Allen, Neighborhood Theatres; Commissioner T. A. Lane; George A. Crouch, SW zone manager; and Orville Crouch, Loew's Theatres.

Army in Europe, has been promoted to PFC. . . . John Horton, studio representative, was leaving for the Virgin Islands, locale for the new U-I picture, "Away All Boats."

20TH-FOX — Richard Todd, star of "Man Called Peter," visited employees in the exchange. Todd made personal appearances on TV and radio shows and was interviewed by the press. Todd also met with Mrs. Catherine Marshall, author and wife of Peter Marshall, whose story the picture is about, and Dr. George Docherty, present pastor, New York Avenue Presbyterian Church. Hal Marshall, press reresentative, toured with Todd. . . . Ira Sichelman journeyed to Richmond, Va., to confer with Neighborhood Theatres head Sam Bernheim, Jr. . . . Tony Muto was named president, White House News Photographers Association.

Mr. and Mrs. Sam Wheeler are now grandparents. Their daughter, Joan Kaplowitz, presented them with a granddaughter. . . . All exchanges gave their employees three hours off on Good Friday so that they could worship in the church of their choice. . . . Jack Benson's Film Row Booking Service is now booking and buying for the Mecca, Chase City, Va. . . . Verda Lee was elected secretary of Local F-13 during the last meeting. Lee replaces Sandra Solomon.

— T. C.

Delaware

Wilmington

Edgar J. Doob, manager, Loew's Aldine, made a tie-up with the Quality Store which gave a free ticket to MGM's "The Glass Slipper" with every pair of Buster Brown children's shoes purchased. Store window displays featured theatre credit and playdate. . . . In newspaper ads, Loew's was featuring MGM's "Motion Picture Theatre Celebration" while the SW Theatres headlined "Stanley Warner Spring Movie Festival!" . . . The SW Grand had a Saturday morning Easter cartoon carnival with 25 cartoons. . . . Ben Shindler's Ace marked its "22nd Anniversary Week."

The Park was advertising, "See your favorite movie on our sparkling clear-clean screen." . . . Area houses closed on Good Friday included the Crest, Woodcrest; Manor, Wilmington Manor; Earle, New Castle; and Ben Shindler's Ace.

Ellis Theatres, Philadelphia, assumes operation of the Brandywine Drive-In on May 1.

Maryland

Baltimore

Just as the Maryland Legislature was about to adjourn its recent session, a bill was slipped through and has since been signed by Governor Theodore McKeldin, eliminating the sales tax exemptions from items which are leased and from items not available in Maryland. Upon learning of this bill, exhibitors interpret it as placing a two percent tax upon motion picture film rentals. The Allied Motion Picture Theatre Owners of Maryland, Inc., is to meet with state authorities as soon as possible to obtain a ruling on this amended tax bill.

Rodney Collier, Stanley manager, had nearly 3,000 physicians present for the closed TV circuit broadcast by the National Foundation for Infantile Paralysis. . . . Richard Yates, Hollywood Television in California, was here for a business visit. . . . Mike Siegel, salesman, has transferred from the Washington to the Baltimore Variety Club. . . . Harry Goldberg, Berlo Vending, has returned from a Miami Beach, Fla., vacation. . . . Willard Shaffer, assistant manager, Film Centre, has cancelled his engagement.



The Drug Fair Chain in Washington recently provided 32 windows for a tie-up on U-I's "Man Without A Star," Loew's Capitol. The tie-up was on the Bantam book by Dee Linford.

Milton Schwaber, head, Schwaber Theatres, is reading timetables for a trip to the west coast. . . . Charlie Weissman, assistant, Edgewood, was seen with luncheon guests at the Congress Hotel. . . . Fred Perry, owner, Cameo, put on a special Easter show for children.

— G. B.

Hagerstown

Attendance records for kiddies were recently broken by the SW Maryland with the appearance of "Hoppity Skippity" from TV Station WTTG, Washington. City manager George Payette estimated 1,500 kids were turned away. He therefore arranged for another booking at the same theatre. This show was on Saturday morning with a parade through the surrounding streets preceding. Hoppity Skippity rode in a promoted new car with personnel of the theatre. Prizes included live rabbits, Easter baskets, all courtesy of a local store.

Leonardtown

Genevieve Mattingly, New aide, is recovering from a minor operation at St. Mary's Hospital. Aide Johnny Green is at the same hospital recovering from a major operation. . . . Alice Wathen, former aide, New, who enlisted several months ago in the Air Force for Women, was home on furlough. . . . The Park, Lexington Park, Md., is engaged in an argument with St. Mary's County Planning and Zoning Commission over a planned enlargement which would furnish a storage room in the rear of the building.

Pennsylvania

Carbondale

The Majestic has closed.

Dickson City

The Circle Drive-In is having its buying and booking handled through National Service Corporation, Philadelphia.

Dushore

George Gatta is now doing his own buying and booking for the Dushore and the Dushore Drive-In, and also the Wyalusing, Wyalusing, Pa.

Greencastle

The State is being serviced by DeLuxe Buying and Booking Service, Philadelphia.

Montgomery

The Eagle is having its booking and buying done through the David Milgram Service, Philadelphia.

Pittston

The Riverview Drive-In is being serviced by Tri-State Buying and Booking Service, Philadelphia.

Reading

Ground has been broken for a $250,000 drive-in along Route 422, a quarter of a mile west of Sinking Spring, Pa. Gordon F. White, president, West Reading Drive-In Theatre Corporation, said the spot should be ready for a July 1 opening. The drive-In will accommodate 1,054 automobiles, and will have a screen 140

(Continued on page NT-4)



SAVEABLE REVIEW SERVICES were an innovation by MOTION PICTURE EXHIBITOR in 1936. Prior to that year many Trade Papers reviewed features and shorts, or at least listed them for reference purposes;—but *none* followed any uniform style or method that permitted saving in other than a heterogeneous glob in a scissors and paste pot scrapbook.

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Margaret Hayes, during her recent east coast tour on behalf of MGM's "Blackboard Jungle," stopped in the Capitol to chat with the MGM staff. Visiting booker James Collins, Army and Air Force Motion Picture Service, also met Miss Hayes and is pictured at her right. Staff members, from left to right, are Hazel McCarthy, Joseph Kronman, Virginia Stroman, Dorothy Small, Doris Perrie, Lucille Ryon, Alice Reighly, Esther Blendman, Josephine Byrnes, Rhoda Zell, Grace Branan, Jean Riley, Edith Hisop, Jean Richmond, Anna Ridgely, Catherine Murphy, Ernie Huyott, Jeanette Adams, Jack Dean, Rose Frank, and Paul Wall.

Reading

(Continued from page NT-2)

feet wide and 74 feet high, the largest in the United States, according to White. The spot will include a snack bar, a dance patio, and lawn tables and chairs. A swimming pool will be constructed on the grounds next year. The drive-in will be located on 22 acres of farm land purchased recently from Hoby Geesaman, a service station operator. It will be adjacent to a golf driving range and minature golf course expected to open about May 1 under the operation of Johnny Yocum and Bill Eben, Berks County golfers. White, a Buffalo engineer, has participated in the construction of 46 other drive-ins throughout the United States, and believes the Sinking Spring enterprise will be the most attractive of all. Articles of incorporation for the venture were recently filed at Harrisburg, Pa.

Various uniformed groups in Rajah Temple, Mystic Shriners, have bought out the entire batch of tickets, 2,000, for the first of two nights' performances of the Reading Civic Opera Society's production, "Song of Norway," in the Rajah on May 13 and 14. . . . Bob Diem, manager, Loew's, gave a preview for newspapermen of "Glass Slipper." . . . The Mount Penn Fire Co., owner, Majestic, that borough, is planning to celebrate its 50th anniversary early in fall. . . . The Horace Heidt show in the Rajah, benefit of the Junior Chamber of Commerce welfare fund, drew a fair volume of business with auditions of local talent.

The Military Manpower Committee of Reading and Berks County, dormant in recent years, is being brought back to life with Harry B. Davis as chairman. Nine persons who will meet April 25 to reorganize include J. Lester Stallman, general manager, Schad Theatres, and Birk Binnard, for 10 years manager, Warner, and now with Warners' advertising staff in the Philadelphia area. Binnard is still residing in this vicinity. The group was last active in 1950-1951, in the Korean war period. Stallman and Binnard are both war veterans.

Twenty-five free admission tickets to theatres were among prizes awarded at city recreation department egghunts on playgrounds here. . . . The Majestic, Mount Penn, Pa., presented two free showings of the "King of Kings," under the auspices of three borough churches.

A Reading Eagle columnist, Larry McDermott, devoted a half column of space to the current agitation against books for juveniles that describe crime and horror. The writer described the anti-crime-book campaign as so far overboard that it becomes "quite a frightening thing in itself."

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Richard Todd recently visited Philadelphia during his tour of the east on behalf of 20th-Fox's "A Man Called Peter." At station WFIL-TV he took part in the Bob Horne "Bandstand" show.

Income from the amusements tax in March, according to City Treasurer John L. Hoch, showed a decline to $11,092, March of 1955, from $12,033 in March, 1954. This was a decline of nearly nine per cent for the month. In January, 1955, it was even less, $10,683, but it rose in February, a 28-day month, to $12,136. Most of the decline in March, 1955, was due to a drop in attendance at paid sports events in that period.

The Neptune, Richland, Pa., was host to the Lebanon County Fire Police Association at its monthly meeting, 55 members attending. The Neptune is owned and operated by the local fire company.

Virginia

Arlington

Things are humming with activity these days at the Sunset Drive-In, Bailey's Cross Roads, where owner Henry Wilson is installing a wide-screen for presentation of CinemaScope and all types of wide-screen entertainment. Additional land has been purchased to increase the capacity of the drive-in and a new asphalt surface has been added. The refreshment stand accommodations also are being increased to facilitate service. Construction of the wide-screen is expected to be completed about April 25.

Roanoke

S. W. Craver, Charlotte, announced he will spend about $50,000 remodeling the Jefferson here. CinemaScope equipment will be installed, the interior will be redecorated, and new seats and drapes put in. He has just negotiated a new lease on the theatre with the Thurman estate, owner.

West Virginia

Keyser

The Hi-Rock Drive-In has opened for the season, as has the Alleghany Drive-In, with CinemaScope in both installations. Eston O. and Albert L. Brill, owners-operators Alleghany Drive-In, have planted 2,500 evergreen trees on their property. The Hi-Rock Drive-In has installed and placed in use artificial moonlighting, multicolored effects, simplifying parking problems. Edgar L. Peters and Donald P. Harman are the owners.

Variety Club

Tent 13, Philadelphia

"Johnny Night" is set for June 1 this year. 'Nuff said. C'mon, let's get going!

Members intending to attend the VCI convention in Los Angles, May 4-7 are requested to get their reservations in as soon as possible.

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SECTION TWO
VOL. 53 • No. 25

APRIL 20, 1955

COLUMBIA

The End Of The Affair (724)

DRAMA
106M.

(Made in England)

ESTIMATE: Fair romantic drama.

CAST: Deborah Kerr, Van Johnson, John Mills, Peter Cushing, Michael Goodliffe, Stephen Murray, Charles Goldner, Nora Swinburne, Frederick Leister, Mary Williams, O'Donovan Shiell, Elsie Wagstaff. Produced by David Lewis; directed by Edward Dmytryk.

STORY: In wartime London, writer Van Johnson visits with Henry Cushing, government employe, to get some background on a book and meets his wife, Deborah Kerr. They fall in love. During an air raid, he is injured and taken for dead by the visiting Kerr. Emotionally upset, she prays and later finds him walking into the room, wounded but alive. She refuses to see him again. He meets Cushing who expresses worry at Kerr's strange actions, which include going off alone at all hours of the night and day. He thinks about hiring a private detective but doesn't. Johnson, in a fit of jealous rage, does hire John Mills to report on her activities which include mysterious visits to a flat occupied by Michael Goodliffe, who preaches against belief in God or religion. Mills manages to steal her diary during a party and Johnson discovers the reason for her leaving him. It seems that when she thought he was dead, she prayed to God that if he were to live, she wouldn't see him any more, and she was living up to her promise while trying to discredit the existence of God with the aid of Goodliffe. She dies when she catches a heavy cold.

X-RAY: There are the names of Kerr, Johnson, and Mills which can be of some assistance and they do well by the characterizations called for. The plot is an involved one and is not assisted by an excess of conversation and debate on the existence of God and the part that He plays in furthering an illicit romance. The direction and production are adequate. This entry may receive its best reaction in the art and specialty spots, although playoff need not necessarily be limited to them as the film offers much in the way of romance and emotional experiences to femme watchers in any audience. The screen play is by Lenore Coffee based on the novel by Graham Greene.

TIP ON BIDDING: Fair program price.

AD LINES: "A Tale Of Illicit Love And Its Consequences"; "She Had To Decide Whether To Stay With Her Husband Or Flee With Her Lover"; "She Wanted Happiness . . . He Wanted Her At Any Cost . . . Her Husband Begged Her To Stay With Him And Return His Love."

IFE

Love In The City

COMPILATION
90M.

(IFE)
(Italian-made)
(English titles and narration)

ESTIMATE: Highly exploitable and novel entry for art spots.

CREDITS: Produced by Cesare Zavattini, Ricardo Ghione, and Marco Ferreri. "Invitation To Love," directed by Dino Risi; "When Love Fails," directed by Michelangelo Antonioni; "Love Cheerfully Arranged," directed by Federico Fellini; "The Love Of A Mother," directed by Maselli-Zavattini; "Love Comes To The City," directed by Alberto Lattuada; editor for American release, Harry Henderson.

STORY: "Invitation To Love" is set in a popular dance hall in Rome where boys meet girls, and oldsters and youngsters pair off in various dances. There are pick-ups and other romantic entanglements to the tune of different musical numbers. "When Love Fails" concerns itself with women who try to take their lives for a variety of reasons, and they tell their stories with appropriate flashbacks. "Love Cheerfully Arranged" deals with the topic of matrimonial agencies. A reporter goes out to investigate one, telling the proprietress that he is seeking a girl for a friend who has mental delusions. She arranges for him to meet a poor girl seeking any kind of alliance that would insure financial assistance for her family. "The Love Of A Mother," concerns a penniless mother without husband, position, or home who is forced to take her child from a wet-nurse when she can no longer keep the boy without payment. Since she has no papers, she can't get welfare assistance. She finally abandons the child. It is found and cared for, after which she puts in an appearance at the orphanage and the publicity from the case results in her rehabilitation. She decides to remain with the orphanage so that she can care for the children of others as well as her own. "Love Comes To The City" has pretty girls in all types of costume walking through the streets to appropriate music as hidden cameras catch the reaction of males they pass. Some follow, and the cameras follow them.

X-RAY: These shorts have been combined so that the end result is entertaining and pretty interesting. The feature can be exploited in regulation houses and in the exploitation spots, and it can also play in the art houses. For the most part, the casts consist of either minor actors or non-professionals drawn from on-the-spot sources, and a more realistic note is added as a result. In-the-street filming assists in getting the film across. Direction and production values are good. Drama, emotion, sexy girls in abundance, etc., are to be found here. This bears a Legion of Decency "B" rating.

AD LINES: "In The Spring A Young Man's Fancy Turns To 'Love In The City' "; "Men Wanted Only One Thing . . . 'Love In The City' "; "All Kinds Of Romance Are To Be Found In The City's Streets And The Result Is Unusual Entertainment."

The Wayward Wife

DRAMA
91M.

(Italian-made)
(Dubbed in English)

ESTIMATE: Interesting drama with Gina Lollobrigida to help.

CAST: Gina Lollobrigida, Gabriele Ferzetti, Franco Interlenghi, Marilyn Buferd, Renato Baldini, Alda Mangini, Nanda Primavera, Alfredo Carpegna. Directed by Mario Soldati; produced by Attilio Riccio.

STORY: Gina Lollobrigida lives with her professor husband, Gabriele Ferzetti, in a small town, and in the same house lives Alda Mangini, who is supposed to be her dearest friend until Lollobrigida attempts to kill her after learning that Ferzetti is to be transferred to Rome and that she intends to tag along. A series of flashbacks show that during her childhood, Lollobrigida used to spend summers on the luxurious estate of friends Franco Interlenghi and his sister, Marilyn Buferd. She finds herself in love with Interlenghi but is told that the affair canot go any further because she is his illegitimate half-sister. On the rebound, she accepts the marriage offer of Ferzetti, who boards at her home. Bored, she meets Mangini, who claims to be a countess. She introduces her to Renato Baldini and aids in her seduction, lending her apartment. They eventually break off and Mangini blackmails her into letting her come home with her to live. The climax comes in the stabbing which only slightly wounds Mangini. Lollobrigida tells Ferzetti the whole story and he realizes she was not entirely to blame. He throws out Mangini.

IN THIS ISSUE

THE THIRD QUARTERLY
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and they start life anew really in love with each other.

X-RAY: Femmes might find this entry particularly attractive what with deep emotion, illicit romance, and other angles that are found in yarns that appeal to women. Interest is held on high pretty much throughout, and the continental flavor adds to the attractiveness for art, specialty, and exploitation spots. Regulation houscs, too, can find the proper spot for the film. The cast is efficient and the direction and production good, while the dubbing is such that audiences can accept the end result with ease. A factor might very well be the tremendous amount of space garnered by Lollobrigida in a recent trip here and her wide popularity. The screen play is by Giorgio Bassani, Sandro De Feo, Jean Ferry and Mario Soldati, based on a novel by Alberto Moravia. This bears a Legion of Decency "B" rating.

AD LINES: "When Her True Love Could Not Be Had . . . She Was Ready For Anything With Anyone"; "She Had A Way With Men That Made Things Interesting"; "She Had A Husband But Lacked A Conscience."

MGM

Bedevilled (523)

DRAMA
85M.

(Eastman Color) (CinemaScope)
(Made in France)

ESTIMATE: Slow moving drama will need plenty of help.

CAST: Anne Baxter, Steve Forrest, Simone Renant, Maurice Teynac, Robert Christopher, Ina de la Haye, Joseph Tomelty, Olivier Hussenot, Jean Ozenne, Jacques Hilling, Raymond Bussieres, Victor Francen. Produced by Henry Berman; directed by Mitchell Leisen.

STORY: Steve Forrest and Robert Christopher, preparing to enter a European seminary to study for priesthood, take a holiday in Paris. Forrest meets an obviously frightened night club singer, Anne Baxter. Acting as her protector, Forrest is knocked out by men of underworld character Maurice Teynac, who seeks Baxter. Forrest finds her near Napoleon's tomb, and she says Treynac wants to kill her because she witnessed a murder. They hide out but are found by Christopher and priest Victor Francen. Baxter, in love with Forrest, is shocked to learn he is studying for the priesthood. Forrest tells the whole story to acquaintance Simone Renant, a fashion designer, who leads him to Teynac. Teynac explains that Baxter refuses to give him information concerning the death of his brother and orders Forrest followed. Forrest and Baxter hide in Francen's church, but Baxter, knowing she could endanger Forrest's way of life, slips out. She is gunned down by Teynac's men and Forrest arrives to lead her in a prayer.

X-RAY: The premise here is an interesting one, a future priest's last days of decision before turning his back on worldly pleasures. The background, Paris, is interesting and mood-inspiring. Nevertheless, the whole effort promises more than it delivers. The net result is a not too different chase film rather long on conversation. Performances are good, and Forrest shows considerable promise for the future. CinemaScope photography captures Paris' back streets faithfully. The fault is in the writing. Story and screen play is by Jo Eisinger.

TIP ON BIDDING: Fair program price.

AD LINES: "Three Days Of Decision Were Fraught With Danger"; "A Hunted Man, A Hunted Girl, Their Love Was Impossible"; "The World Of Flesh And The World Of Spirit Are Closer Than You Think."

The Marauders (526)

OUTDOOR MELODRAMA
81M.

(Eastman Color)
(Print by Technicolor)

ESTIMATE: Good programmer.

CAST: Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis, John Hudson , Harry Shannon, David Kasday, James Anderson, Richard Lupino, Peter Mamakos, Mort Mills, John Damler, Michael Dugan, Jen Carleton. Directed by Gerald Mayer; produced by Arthur M. Loew, Jr.

STORY: Rancher Harry Shannon is determined that no homesteaders try to settle on his property which he hopes to turn over to his son, John Hudson, and he even hires killers to drive them off. The last, Jeff Richards, refuses to leave and holes himself up in his canyon home which stands alongside a precious water well, As the attack starts, a wagon bearing James Anderson, his wife, Jarma Lewis, and their son, David Kasday, is forced to take refuge with him. Shannon and Hudson are both mortally wounded and want to call off the fighting but Duryea, their quiet unassuming bookkeeper who has tuberculosis as well as delusions of being a great soldier, takes over and forces Keenan Wynn and the other hired gunmen to carry on. He also destroys their water supply so that they are forced to either attack or die of thirst. Lewis is upset at having to remain and fight, preferring to run while Anderson does sneak away in the night. He is captured by Duryea's men and beaten to death. Lewis grabs a rifle and wounds Richards when he tries to stop her. She, too, is taken before Duryea and realizes he is mentally sick. She agrees to return and offer surrender terms to Richards. She realizes that Richards is right and helps in every way possible, as does the youngster. Duryea forces his men to dismantle a wagon and carry it to the top of an over looking hill and then roll it down afire aimed at the cabin. Richards, with homemade bombs, kills most of the men and blows up the wagon. Wynn and one other grab horses and Duryea's gold and depart without water. Duryea tries to attack the cabin singlehanded but runs out of ammo and bleeds internally. He dies after surrendering. Richards, Lewis, and the boy head back to the cabin.

X-RAY: Well-done and containing much in the way of action and suspense as well as colorful settings, unusual situations, good performances and better direction and production, this shapes up as a good supporting entry on the program. The simple story comes off well and interest is kept on high throughout. The screen play is by Jack Leonard and Earl Felton, from the novel by Alan Marcus.

TIPS ON BIDDING: Fair program rates.

AD LINES: "The Word Went Out To Attack Until They Got A Taste Of Hell"; "An Action-Packed Tale About A Man Who Believed In His Fight And Planned To Stay Until The Bitter End"; "An Unusual Adventure Yarn With A Powerful Punch."

PARAMOUNT

Conquest Of Space (5407)

SCIENCE FICTION DRAMA
80M.

(Technicolor)

ESTIMATE: Space thriller will please science fiction fans and the younger set.

CAST: Walter Brooke, Eric Fleming, Mickey Shaughnessy, Phil Foster, William Redfield, William Hopper, Benson Fong, Ross Martin, Vito Scotti, John Dennis, Michael Fox, Joan Shawlee, Iphigenie Castiglioni. Produced by George Pal; directed by Byron Haskin.

STORY: Army volunteers man a space wheel circling 500 miles above Earth, which is to serve as a jumping off spot for the first rocket jaunt into outer space. Colonel Walter Brooke is in command. At the last moment, the destination of the rocket trip is changed from the Moon to Mars, and a picked crew, including Brooke's son, Eric Fleming, Mickey Shaughnessy, Phil Foster, Benson Fong, and others take off. Space veteran Brooke is physically and mentally unable to cope with the trip and his mind snaps after the Mars landing. He is accidentally killed in a tussle with Fleming. While waiting for the proper time to return to Earth, the expedition discovers that Mars is fit to support life and replenish the materials which are becoming scarce on Earth. A quake almost wrecks the rocket, but Fleming gets it off the planet in time for the return.

X-RAY: Science fiction fans and the host of kids currently interested in space stories form an excellent pre-sold audience for this entry. Producer Pal, noted for the excellent special effects in his productions, has done a careful job, resulting in some really interesting scenes, and the feeling is present that if space is to be conquered, this is the way it may happen. The cast is composed entirely of Hollywood unknowns, recruited from the stage, for the most part. Foster provides comic relief, and action sequences are well integrated. The Technicolor lensing aids the over-all effect. Screen play is by James O'Hanlon. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Fair program rates.

AD LINES: "Can Man Live In Space? Here's The Exciting Answer"; "It Could Happen In Your Lifetime—Man's Greatest Adventure"; "See The Outstanding Story Behind Tomorrow's Headlines."

RKO

Berlin Express (574)

MELODRAMA
86M.

(Reissue)

ESTIMATE: Names should help reissue.

CAST: Merle Oberon, Robert Ryan, Charles Korvin, Paul Lukas, Robert Coote, Rheinhold Schunzel, Roman Toporow, Peter Von Zerneck, Otto Waldis, Fritz Kortner, Michael Harvey, Richard Powers. Produced by Bert Granet; directed by Jacques Tourneur.

STORY: A code message falls into the hands of the French police which alerts all Allied authorities that something is to happen at Salzbach, Germany. Among the passengers on the Berlin express which is to pass through the town is Frenchwoman Merle Oberon; her boss, Paul Lukas, a supposed German business man, in reality a German statesman working with the Allies on a plan to unify Germany; Robert Ryan, an American agricultural expert; Charles Korvin, French businesman; Robert Coote, a British educator; and Roman Toporow, a Russian lieutenant. They are suspicious of one another, and this is intensified when the train is forced to halt where a hand grenade planted by the Nazi underground kills an agent who posed as Lukas. At military headquarters, Lukas' identity is learned, but authorities determine to let him continue under his disguise. Lukas is kidnapped and Oberon asks fellow passengers to help find him. Ryan and Oberon are lured to a bombed and abandoned brewery where Lukas is being held. Ryan takes refuge in a huge beer vat and although wounded, he summons help in time to rescue Lukas and Oberon. Korvin kills the Nazi leader to throw Ryan, Lukas, and Oberon off the track, but in reality he was responsible for the bomb

on the train himself. Korvin tries to strangle Lukas, but Ryan saves him. Korvin is shot trying to escape. When all concerned reach Berlin, they part a great deal more friendly than at the start.

X-RAY: When first reviewed in THE SERVISECTION of April 1, 1948, it was said: "Here is a suspenseful, exciting entry given almost documentary production. It is well-made and maintains interest on high from start to finish. All cast members are very good in their roles, and the story stands up. The on-the-spot filming also adds to the effectiveness. Based on a story by Curt Siodmak, it should please all meller and adventure fans. Director Tourneaur deserves praise for his work and technique."

TIP ON BIDDING: Reissue price.

AD LINES: "Adventure, Romance, Murder On 'The Berlin Express'"; "Undercover Thrills On 'The Berlin Express'"; "Brought Back To Thrill You Anew."

Escape To Burma (512)

MELODRAMA
87M.

(Technicolor) (SuperScope)

ESTIMATE: Average programmer has names to help.

CAST: Barbara Stanwyck, Robert Ryan, David Farrar, Murvyn Vye, Liza Montell, Robert Warwick, Reginald Denny, Peter Coe, Alex Montoya, Robert Cabal, Anthony Numkema, Lala Chand Mehra. Produced by Benedict E. Bogeaus; directed by Allan Dwan.

STORY: Robert Ryan, wanted for the shooting of Sawbwa of Sakar Robert Warwick's son, makes his way to the isolated jungle home of Barbara Stanwyck, owner of a teak forest. The couple fall in love. Security officer David Farrar arrives as an elephant buyer. He admits his mission is to arrest Ryan for the murder of the Prince. Ryan flees into the jungle but Stanwyck follows and thus leads Farrar to his hiding place. Ryan is captured by Farrar. Taking shelter for the night in an abandoned hut, they are attacked by bandits, who, seeing Ryan bound, believe him to be a fellow thief and release him. Ryan escapes after driving away the bandits. The Sawbwa learns of Ryan's whereabouts and sends his own troops out. Ryan arrives at Stanwyck's house with the troops in hot pursuit. Next to arrive are Stanwyck and Farrar. They come to the aid of Ryan, who is shooting it out with the troops from inside the house. Farrar realizes that if the Sawbwa captures Ryan there will be no fair trial. Ryan finally surrenders when Sanwyck is wounded. Ryan is brought to the Sawbwa who orders his death. Before the sentence can be carried out, Stanwyck and Farrar arrive with an old letter from the dead prince that praises Ryan as a true friend. Thus Ryan is finally given time to explain that the Prince was dying of the plague, and when in a delirious state he headed for the village, he had to be shot to keep the disease from spreading. With Ryan now exonerated of a crime, he is free to join Stanwyck.

X-RAY: This action meller will appeal to undiscriminate jungle-film devotees. It contains abundant quantities of fisticuffs, gunplay, wild animals, and elephants, as well as the romantic touch. Names and other angles can help in the selling. Performances, production, and direction are fair. Screen play is by Talbot Jennings and Hobart Donavan from a story by Kenneth Perkins.

TIP ON BIDDING: Program rates.

AD LINES: "Hunted By The Law And A Revenge-Crazed Ruler . . . The Jungle Was His Only Escape"; "In The Heart Of A Wild Jungle He Found Love And A Sanctuary From Death"; "Hunted Like A Wild Beast, The Jungle Was His Only Refuge."

The Informer (573)

92M.
MELODRAMA

(Reissue)

ESTIMATE: Reissue of film classic should do okeh.

CAST: Victor McLaglen, Heather Angel, Preston Foster, Margot Grahame, Wallace Ford, Una O'Connor, J. M. Kerrigan, Joseph Sauerss, Neil Fitzgerald, Donald Meek, D'Arcy Corrigan, Leo McCade, Gaylord Pendleton, Frances Ford, May oley, Grizelda Harvey. Produced by Cliff Reid; directed by John Ford.

SORY: Victor McLaglen is the informer, who turns his pal over to the Black and Tans during the Irish rebellion, to his eventual death.

X-RAY: When first reviewed in EXHIBITOR in May, 1935, it was said: "Ably directed, this is highly dramatic and should have universal appeal." This was authored by Lam O'Flaherty. EDITOR'S NOTE: This film, with its background undated due to the locale, has proven one of the screen's all-time greats, especially for the better class and art house audiences. It should find a ready welcome upon its re-release.

TIP ON BIDDING: Reissue price.

AD LINES: "One Of The Great Films Of All Time"; "A Film Masterpiece Brought Back By Popular Demand"; "John Ford's Finest Flm; Victor McLaglen's Finest Performance."

REPUBLIC

African Manhunt (5430)

MELODRAMA
65M.

ESTIMATE: For the lower half.

CAST: Myron Healey, Karen Booth, John Kellogg, Ross Elliott, Ray Bennett, James Edwards. A Jack Rieger picture; produced by Jerry Thomas; directed by Seymour Friedman.

STORY: John Kellogg murders his commanding officer at a military post in coastal Africa and escapes into the interior. Reports arrive that he is hiding out at a native village in the Congo and Myron Healey is assigned to bring him back, with Ross Elliott, French African Corps, to act as guide. Kellogg has taken up quarters with doctor Ray Bennett and his assistant, Karen Booth. Suspicious that Bennett had smuggled out word of his whereabouts, Kellogg kills him and uses Booth as bait to lure Healey and Elliott into the doctor's house. Kellogg is overpowered, handcuffed, and with Booth accompanying them, the long journey back begins. Near a native village, camp is made and Kellogg overpowers Elliott, kills him, and makes off. He is brought back, but not before a herd of elephants has been aroused, with Booth saved from a charge in the nick of time. Threatened on all sides by animals and afraid of Kellogg, the native guides are reluctant to continue. They reach the Okandi tribe and find the natives preparing for a gorilla hunt. While Healy is huddling with the native chief, Kellogg forces Booth to unlock the handcuffs he wears and heads into the jungle, taking her as hostage. He is unaware he is heading straight into gorilla country. Healey rushes to Booth's aid. Kellogg meets a horrible death when attacked by the gorilla, which the natives kill. On the way back to the coast, Healey and Booth, now safe from their harrowing experiences, look toward a happy future together.

X-RAY: Photographed partially in French Equatorial Africa, this jungle thriller has its quota of action and wild animal shots familiar to similar type films. The animal stuff and scenes of natives have been well edited and pieced into the other footage. There are no names of any consequences. Original story and screen play are by Arthur Hoerl. It will do as lower half fare.

AD LINES: "Man Hunt In Gorilla Land"; "Desperate Men In A Bitter Struggle To Track Down A Killer In The Heart Of Forbidden Jungle"; "Mysteries Of The Dark Continent."

The Eternal Sea

BIOGRAPHICAL DRAMA
103M.

ESTIMATE: Good service film.

CAST: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Hayden Rorke, Douglas Kennedy, Louis Jean Heydt, Richard Crane, Morris Ankrum, Frank Ferguson, John Maxwell. Associate producer-director, John H. Auer.

STORY: Navy Captain Sterling Hayden in the early years of the war confides to wife Alexis Smith that he is to be given command of the aircraft carrier Hornet, and she hides her disappointment at not having him on shore. He learns that the Hornet has been sunk and Admiral Dean Jagger assigns him to train pilots at Quonset, R. I. Next he is assigned to take over the carrier Princeton from friend Captain Hayden Rorke, whose wife, Virginia Grey, is staying with Smith. As they are in the midst of an invasion of the Philippines, he cannot take over but can remain on board as co-captain. During the action, the carrier is sunk and Hayden sustains an injury which causes his leg to be amputated below the knee. At the Philadelphia Naval Hospital he masters the use of an artificial limb while watching the new Princeton being constructed at the shipyard. Determined to be in command when she is launched, he refuses to consent to being retired and is finally made skipper of the vessel when she hits the water. His career continues to zoom when he pioneers in jets operating on carriers and does well in the Korean action. As a reward, he is offered bigger positions but refuses saying he would prefer to work with disabled vets to show them that there is still a future despite their hurts and injuries.

X-RAY: A well-done yarn about an officer in the navy who fought his way to the top despite handicaps, this entry should hold interest pretty much throughout its running time, which incidentally could have been shortened a bit. The story is well-developed and played in fine fashion by the cast as a whole and particularly by Sterling Hayden, who handles the lead very well, and Alexis Smith, who backs him up at home. The direction and production are in the better class and the whole is aided by the use of official film clips in the action sequences. The screen play is by Allen Rivkin, based on a story by William Wistor Haines. With a little selling, this could do better than average. This was made in Hawaii.

AD LINES: "He Was A Hero By Any Standards . . . And The Navy Tried To Retire Him"; "A Two-Fisted Navy Officer Swings Into Action And Reaches The Top Despite Handicaps That Would Have Floored Any One Else"; "A Thrilling Yarn About The Navy And Its Men And Officers In Action."

20TH-FOX

Violent Saturday (510)

MELODRAMA
90M.

(CinemaScope) (De Luxe Color)

ESTIMATE: Gangster entry has names and punch.

CAST: Victor Mature, Richard Egan, Stephen McNally, Virginia Leith, Lee Marvin, Margaret Hayes, J. Carroll Naish,

Sylvia Sidney, Ernest Borgnine, Dorothy Patrick, Tommy Noonan, Brad Dexter, Raymond Greenleaf, Donald Gamble, Rickey Murray, Robert Adler, Harry Carter, Ann Morrison, Kevin Corcoran, Donna Corcoran, Noreen Corcoran, Boyd Morgan, Richard Garrick, Florence Ravenel, Ellene Bowers, Bill Chapin. Produced by Buddy Adler; directed by Richard Fleischer.

STORY: Three gangsters, Stephen McNally, J. Carrol Naish, and Lee Marvin, arrive in Bradenville with plans to rob the local bank. Victor Mature, foreman of the local copper mine, discovers that his son has lost faith in him because he stayed at his job during the war and was not a soldier-hero. Richard Egan, mining company official, is plagued with a wife who is unfaithful. Egan is befriended by Virginia Leith, the mine nurse. Bank manager Tom Noonan derives unnatural pleasure out of watching the lovely figure of Leith. Noonan even secretly peeks at Leith as she disrobes in her hotel room. Egan and wife Margaret Hayes discuss their situation and decide to start life anew in another town. McNally and crew decide upon an Amish farm owned by Ernest Borgnine for a rendezvous after the robbery. The criminals kidnap Mature in order to use his car, and imprison him and Borgnine and his family in the barn. They then rob the bank, killing Hayes and wounding Noonan. Fleeing to the farm, the crooks discover Mature loose. He gives battle to the criminals, and manages to kill them with an assist from Borgnine. Thus Mature winds up a hero, while Noonan is restored to his senses, and Egan, jolted by Hayes' death, gets comfort from Leith.

X-RAY: This film contains a variety of ingredients which make for interesting all around viewing. Intermingled with the entry's major robbery plot are scenes of individuals battling personal troubles. These intimate portrayals, result in a film with a difference, and there is added interest in the overall entry. The story has an air of reality as well as good concluding action sequences. Screen play is by Sydney Bohem, based on the novel by William L. Heath.

TIP ON BIDDING: Better program rates.

AD LINES: "The Story Of A Town And Its People . . . And The 24 Hours That Changed Their Lives"; "An Intimate Study Of Real People Thrown Into The Path Of Crime And Violence"; "When Life Or Death Is In The Balance . . . The Real Heroes Show Themselves."

U-International

The Looters (524)

MELODRAMA 87M.

ESTIMATE: Good programmer.

CAST: Rory Calhoun, Julie Adams, Ray Danton, Thomas Gomez, Frank Faylen, Rod Williams, Russ Conway, John Stephenson, Emory Parnel, James Parnel. Produced by Howard Christie; directed by Abner Biberman.

STORY: Rory Calhoun, expert hunting guide in the Manitou Mountains, meets a mountain artillery unit headed for practice firing, headed by Major Russ Conway, and he is informed of their firing dates and times. Returning, he finds ex-Army companion Ray Danton waiting for him. In view of having saved his life during the war, Danton now feels free to request permission to stay on for a few days until he decides what the future holds now that he is broke. They hear a plane in trouble overhead and learn by radio that there was a crash. The next morning, they set out to locate it. Surviving are Frank Faylen, middle-aged retired Navy petty officer; Thomas Gomez, who claims to be financier; model Julie Adams in a mink coat; and wounded co-pilot Rod Williams. There are no other survivors. Gomez finds a box with much cash and it comes out he is really a clerk in a stock office who takes the opportunity to try and become wealthy by keeping the money. Danton declares himself in and since they both have rifles, they hold the others at bay, forcing Calhoun to lead them towards safety. Williams is killed by Danton for slowing progress, as is Gomez during a showdown between the pair. On the edge of the army's target sight, Danton decides to kill the others and go on alone with the strongbox, only to find that Gomez had substituted paper for the money which he hid. As the firing commences, Calhoun and Danton battle it out with Danton getting hit by a shell. Calhoun and Adams are in love and she decides to stay on with him, while Faylen heads for home and peaceful retirement.

X-RAY: There's lots of interest to be found in this entry of greed and adventure high in the mountains and it should make up well as part of the program. Suspense and a different background assist in putting the film across. The screen play is by Richard Alan Simmons, based on a story by Paul Schneider.

TIP ON BIDDING: Program rates.

AD LINES: "Five Men And A Girl Marooned Atop A Mountain With Their Lives And A Fortune At Stake"; "When A Plane Crashes In The Mountains Carrying A Fortune . . . There's Bound To Be Trouble As 'The Looters' Go Into Action"; "A Suspense-Filled Adventure Yarn."

The Man From Bitter Ridge (525)

WESTERN 80M.

(Eastman Color)

ESTIMATE: Okeh western.

CAST: Lex Barker, Mara Corday, Stephen McNally, Trevor Bardette, John Dehner, Myron Healey, Warren Stevens, Richard Garland, Jennings Miles, John Cliff, Ray Teal, John Harmon. Produced by Howard Pine; directed by Jack Arnold.

STORY: Lex Barker is held up by Ray Teal, member of a bandit gang that held up a stagecoach, and made to surrender his horse and gun. He is next arrested by three members of a posse seeking the bandits, and they try to hang him as a gang member but are interrupted in time by the arrival of sheriff Trevor Bardette, who jails him. This has been observed by Stephen McNally, head of the sheepmen in the vicinity, and girl friend Mara Corday. The latter suggests straightening things out with Bardette, but McNally forbids her going into town to stir up more trouble with the cattlemen of the area. She does go and arrives in time to save Barker, who has been freed upon proving he is innocent, from being killed by Myron Healey, whose brother John Dehner is behind the recent wave of robberies and who is running for sheriff with the aim of eventually becoming governor. Barker, a special investigator for the stage line, asks McNally to help him by capturing Teal so he can talk in time to save Bardette's job. They find him and an attempt on his life convinces him he should talk. Dehner's men attack McNally's settlement but are driven off. A showdown ensues in town with Dehner trying to escape, but he is killed as are the others. Bardette is reelected and peace reigns while Barker and Codray decide to get married and to settle down in the area.

X-RAY: There's lots of action, gunplay, fighting, riding, and western fans should be pleased by the result which should round out the program neatly. The cast is okeh and the direction and production are good. The screenplay is by Lawrence Roman, adaptation by Teddi Sherman, based on the novel by William MacLord Raine.

TIP ON BIDDING: Program rates.

AD LINES: "He Had To Come Up With Some Answers Or Die"; "Fast-Moving Action Heading Your Way"; "He Had A Way With Guns And Women."

WARNERS

Strange Lady In Town (415)

MELODRAMA 112M.

(CinemaScope) (WarnerColor)

ESTIMATE: Entertaining entry needs sales push.

CAST: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden, Gonzalez Gonzalez, Joan Camden, Anthony Numkena, Jose Torvay, Adele Jergens, Bob Wilke, Frank de Kova, Russell Johnson. Directed by Mervyn LeRoy; a Mervyn LeRoy production.

STORY: Greer Garson, red-haired and a doctor, arrives in Sante Fe to set up practice and to be near her brother, Army lieutenant Cameron Mitchell, having left Boston because a woman doctor was not tolerated there in 1880. She is a curiosity and her first patient, a man with a toothache, is brought by Lois Smith, 16-year-old daughter of Dana Andrews, widower and leading physician in the area, who also has a prejudice against women doctors. Smith is in love with Mitchell, who thinks of her as a nice youngster. Near her home is the church and mission hospital run by Father Walter Hampden and she helps out and restores the sight of a blind Mexican youngster via a simple operation. Her theories conflict with those of Andrews who had been giving his medical services free and he lets her take over completely. He's in love with her and later asks her to marry him, but she turns him down stating there would be a conflict between their beliefs. Her brother is accused of selling stolen cattle to the army. He escapes and openly allies himself with outlaws, and they try to rob the bank during a fiesta. Hampden is killed. The outlaws are cornered and killed. Some of the inhabitants pressure Garson into leaving, but Andrews announces that she is to be his wife as well as a practicing physician. He convinces both the crowd and her and they ride off together with Smith overjoyed at the outcome.

X-RAY: There are a number of things in this entry that should prove interesting to general audiences, an interesting yarn as well as a slightly different one, good performances, heart-touching moments, efficient direction and production, colorful settings and situations, and some action. With a little selling, this could wind up better than average and the names of Garson and Andrews may provide added stature. The story and screen play are by Frank Butler. Frankie Laine sings "Strange Lady In Town."

TIP ON BIDDING: Higher program rates.

AD LINES: "She Was The One Woman He Didn't Want In Town; But He'd Kill Anyone Who'd Try To Make Her Leave!"; "When Santa Fe Was One Big Gun—The Trigger Was A Boston Lady!"; "She Was A New Kind of Woman For Old Santa Fe—The Day She Arrived She Started Whispers—Whispers That Grew Into The Roar Of Guns."

FOREIGN

Gate Of Hell

DRAMA 89M.

(Harrison)

(Japanese-made) (English titles)

(Eastman Color)

ESTIMATE: Outstanding entry for the art spots.

CAST: Machiko Kyo, Kazuo Hasegawa, Isao Yamagata. Produced by Masaichi Nagata; direction and screen play by Teinosuke Kinugasa.

STORY: Rival clans fight for power in 12th century Japan. Machiko Kyo impersonates the empress to decoy rebel troops and is protected by Kazuo Hasegawa, who falls in love with her, not knowing she is married to Isao Yamagata. When the Lord of the area rewards faithful troops, Hasegawa asks for Kyo in marriage and is spurned. Blinded by passion, he threatens to kill Kyo, her aunt, and her husband unless she submits to him. She ostensibly agrees, but convinces her husband to change sleeping places with her. Hasegawa, thinking to kill Yamagata, murders Kyo. Crazed with grief, Hasegawa pleads with Yamagata to kill him, but the bereaved husband spurns revenge, heartbroken that she did not trust him enough to tell him of her problem. Hasegawa becomes a monk to do penance the rest of his life.

X-RAY: The story, while a bit slow for western tastes, is not the main attraction in this Japanese prize-winner. The use of color in the film is breathtaking, with the tragic story unfolding against an Oriental background of unsurpassed beauty. The lush period costuming does much to enhance the overall impression, and occidental moviemakers could learn much from studying photographic techniques involved. Performances by the three leading players are, in turn, formal, befitting Japanese social structure of the time and powerful as the passions involved. Following the impressions created by "Rashomon" and "Ugetsu," this appears to be another art house winner, and it received an Academy Award for the best foreign film of 1954.

AD LINES: "Color Photography Hits A New Screen High In Another Japanese Masterpiece"; "The Pageantry Of Yesterday's Orient Clashes With Passions As New As Tomorrow"; "A Film Of Unsurpassed Beauty."

Merry-Go-Round

COMEDY DRAMA
100M.

(PRATERHERZEN)

(Casino)

(German-made) (English titles)

ESTIMATE: Fair import for art spots and German language houses.

CAST: Christl Mardayn, Curd Juergens, Gardy Granass, Hans Putz, Richard Romanowsky, Leopold Rudolf, Ernst Waldbrunn, Elisabeth Stemberger, Paul Verhowven, Lotte Lang, Martin Berliner, Melanie Horeschovsky. Produced by Ernest Mueller; directed by Paul Verhoeven

STORY: Curd Juergens, barker for a carnival variety show, is considering accepting the matrimonial suggestions of his lady-boss, Cristl Mardayn. He also is aware that fun-house owner Richard Romanowsky is also interested in Mardayn. Juergens comes upon Gardy Granass, cashier, while she is in the act of committing suicide. He prevents it, and she discloses that she was made pregnant by cafe waiter Hans Putz and then was informed by him that he is to marry the cafe owner's daughter. Juergens goes to the cafe and manages to get Putz fired, but Putz ignores Granass and takes up with a rich woman. After various complications in which Juergens is led to believe that Granass is to marry Putz, the truth comes out and Juergens discovers that he is the one loved by Granass. Mardayn becomes engaged to Romanowsky and Putz, after having robbed his rich girlfriend, is carted off by the police.

X-RAY: The film is mildly interesting and it contains some element of humor. Its appeal, however, would be limited to German speaking audiences, with the possibility of art house exploitation. Screen play is by Hans Schubert and August Rieger from the play "Tingel-Tangel" by Hans Schubert.

AD LINES: "A Hilarious Mixup That Makes For A Million Laughs"; "A Carnival Story With A Twist"; "A Tender And Moving Tale Filled With Happiness And Disaster."

The Short Parade

TWO REEL

Color Cartoon

THE MOVING SPIRIT. Kingsley International. 17m. This Technicolor cartoon portrays the history and development of the automobile, from its early battle for supremacy over the stagecoach to its present dominance over modern transportation. The evolution of the steam engine is traced to the point where it gives way to the gas engine. The development of the gas engine is then taken up in relation to its effect on the perfection of a practical automobile. Cars are traced through the early period of mass production and their use in wartime. It was the recipient of 1953 Venice Film Festival award and an honor scroll at the Edinburgh Film Festival. EXCELLENT.

Documentary

CHURCHILL, MAN OF THE CENTURY. British Information Service. 20m. As timely as today's headlines, and yet with a more lasting quality, this shows in a compilation of newsreel clips, the highlights of Sir Winston Churchill's career up to his 80th birthday. It is a stirring documentary and a complete recording of historical fact. GOOD.

FORMOSA: THE GUARDED ISLAND. 18m. Film Renters, Inc. This documentary can be sold as a timely subject if billed as "hotbed of the Far East." Mostly it is travelogue, with good native footage, with navy films added to point up the island's importance as an outpost. The subject is a Larry C. Moore production with narration by James Wallington. It has been cleared for security by the Department of Defense, Public Information Service. GOOD.

THURSDAY'S CHILDREN. British Information Service. 20m. This was voted the best documentary short of 1954 in the Academy Awards ceremonies. Produced by World Wide Pictures-Morse Films, narrated by Richard Burton, and written and directed by Guy Brenton and Lindsay Anderson, it deals with life of children at The Royal School for the Deaf, Margate, Kent. The handicapped youngsters are seen painstakingly learning what words are through exercises and games, practicing lip reading, and finally attempting speech. Burton's narration is calm, always interesting, and at times poetic, and the children, though handicapped, show heartwarming cheerfulness and courage. This look into a silent world deserves an extensive playoff. EXCELLENT.

Comedy

YOU'RE NEXT. Columbia—Comedy Favorite Re-releases. 18m. When first reviewed in THE SERVISECTION of June, 1940, it was said: "Using the old gags, the ape, secret panels, underground tunnels, etc., this still results in being pretty funny and might even be called inspired in spots. Walter Catlett is a not--too-bright detective tracking a mad scientist, who might have stepped right out of a horror feature. GOOD." (7434).

GYPPED IN THE PENTHOUSE. Columbia—Three Stooges Comedies. 16m. Shemp and Larry meet over a few drinks and begin to tell each other how they came to join the Women Haters Club. In comparing notes they discover they had similar sad experiences with the same girl and with her boyfriend. The boyfriend, Moe enters and he is assaulted by the disillusioned lovers. The girl in question then arrives and is speedily dealt with. FAIR. (7406).

Novelty

FINDERS KEEPERS. RKO—Pathe Specials. 15½m. Depicted is the story of modern day treasure hunters. Some of these adventuresome individuals dive for treasure under the sea, and occasionally find it. Others buy treasure maps and search the coastline. When they think they've got something, they stake a claim and dig, pan, or comb the rocks with a Geiger counter. For some, like the famous aqua-lung diver Jacques Cousteau, the reward is not gold but archeological treasure. We see him bringing up relics from a Greek ship that sank in 100 B.C. EXCELLENT. (53106).

WHEN THE TALKIES WERE YOUNG. Warners—Classics of the Screen. 17m. Film stars of today are seen in their early movie roles. Among the stars shown in these clips are James Cagney and Joan Blondell in "Sinners' Holiday"; Spencer Tracy and Bette Davis is "20,000 Years In Sing Sing," with Louis Calhern; Edward G. Robinson in "Five Star Final," with Boris Karloff; Barbara Stanwyck and Clark Gable in "Night Nurse"; and John Barrymore in "Svengali." EXCELLENT. (2104).

Serial

JESSE JAMES RIDES AGAIN. Republic—Serial in 13 Chapters. Clayton Moore, Linda Stirling, Roy Barcroft, John Compton, Tristram Coffin, Tom London. Associate producer, Mike Frankovich; directed by Fred C. Bannon and Thomas Carr. EPISODE ONE. "Black Raiders." 20m. When first reviewed in THE SERVISECTION of April, 1947, it was said of this reissue: "A western in serial form, this opens in a blaze of shooting and action with Clayton 'Jesse James' Moore fleeing Missouri with his friend, John Compton, wrongfully accused of many crimes. In Tennessee, they meet Linda Stirling and her father, and help them fight off a raid on their ranch by masked raiders. This hooded band is led by Tristram Coffin, who has learned there is oil on the land, and is trying to drive off the settlers. Coffin plans to load one steamboat with dynamite, crash it at a dam and flood the entire valley. Stirling learns of the plot, but is captured and tied up on the dynamite loaded boat. Moore goes to the rescue, and boards the boat just as it blows up. This is okeh for all serial, western, action fans, even though it looks as if it is making a hero-idol out of a bandit. GOOD." (5484).

ONE REEL

Color Cartoon

BLAME IT ON THE SAMBA. RKO—Walt Disney Cartoons Re-releases. 6m. This re-release has been edited out of "Melody Time" reviewed in THE SERVISECTION of May, 1948. In it Donald Duck and Jose Carioca, plus the Aracuan, a South American bird, do the samba, as

(Continued on page 3955)

THIRD QUARTERLY SUPPLEMENT

to the

CHECK-LIST of Feature Motion Pictures in T-V Channels

as originally published, complete with 3495 titles, casts, and release dates, as a saveable section of the JULY 7 ISSUE.

THESE 169 ADDITIONS BRING THE CURRENT TOTAL TO 3664

Note: Discard the January 12, 1955 supplement, mark this one for easy reference and save in your file of Reviews!

ACCORDING TO MRS. HOYLE — MD — Monogram — Spring Byington, Anthony Caruso—1951
ACTORS AND SIN—CD—United Artists—Edward G. Robinson, Marsha Hunt, Dan O'Herlihy—1952
ANGELO FRA LA FOLLO—CD—Angelo Maggio, Umberto Spadara, Isa Pola—(Italian-made)—1951
ARIZONA GANG BUSTERS—W—RC—Tim McCoy, Pauline Haddon, Lew Fulton, Forrest Taylor—1940
***BACHELOR IN PARIS**—C—Lippert—Dennis Price, Anne Vernon, Mischa Auer—(Foreign-made)—1953
BAD BOY—D—Allied Artists—Lloyd Nolan, Audie Murphy, Jane Wyatt, James Gleason—1949
BADMEN OF TOMBSTONE—MD—Allied Artists—Barry Sullivan, Marjorie Reynolds, Broderick Crawford, Fortunio Bonanova—1948
BATTLE FOR MUSIC—DMU—Four Continents—Eilleen Joyce, Moiseivitsch—(English-made)—1945
BATTLES OF CHIEF PONTIAC — OMD — Realart — Lex Barker, Lon Chaney, Helen Westcott—1952
BEAUTY AND THE BANDIT—WD—Monogram—Gilbert Roland, Ramsey Ames, Martin Garraloga—1946
***BIG BONANZA**—MD—Republic—Richard Arlen, Robert Livingston, Jane Frazee—1945
BIG CAT, THE—OD—Eagle Lion—Robert Preston, Peggy Ann Gardner, Lon McCallister—1949
BLACK BEAUTY — OMD — 20th-Fox — Richard Denning, Mona Freeman, Evelyn Ankers, Charles Evans—1946
BLACK MAGIC — D — United Artists — Orson Welles, Nancy Guild, Akim Tamiroff, Frank Latimore—(Foreign-made)—1949
BLACKMAIL — MY — Republic — Adele Mara, William Marshall, Ricardo Cortez, Grant Withers—1947
BODY SAID NO—CMD—Hyams-Kramer—Michael Rennie, Yolande Donlan, Hy Hazell, Valentine Dyall —(English-made)—1954
BOOMERANG—MYD—20th-Fox—Dana Andrews, Jane Wyatt, Lee J. Cobb, Cora Williams—1947
***BORN TO THE SADDLE**—W—Astor—Donald Woods, Leif Erickson, Karen Morley—1953
BRAND OF THE DEVIL—MUW—PRC—Dave O'Brien, Jim Newill, Guy Wilkerson, Ellen Hull—1944
BRANDY FOR THE PARSON—CD—Mayer-Kingley—James Donald, Kenneth Mare, Jean Lodge, Frederick Piper—(English-made)—1952
***BRAZIL**—MU—Republic—Virginia Bruce, Edward Everett Horton, Tito Guizar—1944
BREAKFAST IN HOLLYWOOD—CMU—United Artists—Bonita Granville, Tom Brenneman, Billie Burke, Zasu Pitts—1946
***BULLDOG DRUMMOND IN AFRICA**—MD—Paramount —John Howard, Heather Angel, H. B. Warner—1938
***BULLDOG DRUMMOND'S BRIDE** — CD — Paramount—John Howard, Heather Angel, H. B. Warner—1939
BULLET FOR STEPHANO—MD—Lux—Rossano Brazzi, Valentina Cortese, Carlo Mirchi, Carlo Companini —(Italian-made)—(English titles)—1950
***CALENDAR GIRL**—CMU—Republic—Jane Frazee, William Marshall, Gail Patrick—1947
***CAMPUS HONEYMOON**—C—Republic—Lyn Wilde, Lee Wilde, Adele Mara—1948
CANDELIGHT IN ALGERIA — MD — 20th-Fox — James Mason, Carlo Lehmann—(English-made)—1944
CAPTAIN BLACKJACK — MD — Classic — George Sanders, Herbert Marshall, Patricia Roc, Agnes Moorehead—(European-made)—1952
CAPTAIN KIDD—MD—United Artists—Charles Laughton, Randolph Scott, Barbara Britton—1945
CARNEGIE HALL—DMU—United Artists—Marsha Hunt, William Prince, Frank McHugh—1947
CASA MANANA — MUCD — Monogram — Robert Clark, Virginia Welles, Robert Karns, Tony Roux—1951
CHANCE OF A LIFETIME—D—Ballentine—Basil Radford, Bernard Miles, Nial McGinnis, Julien Mitchell —(English-made)—1951
***CHRISTMAS CAROL, A**—D—United Artists—Alastair Sim, Kathaleen Harrison, Jack Warner—(English-made)—1951
***CLOUDS OVER EUROPE** — D — Columbia — Lawrence Olivier, Ralph Richardson, Valerie Hobson—1939
COME ON LEATHERNECKS — MD — Republic — Richard Cromwell, Leon Ames, Marsha Hunt—1938
CREEPER, THE—MY—20th-Fox—Eduardo Cianelli, Onslow Stevens, June Vincent, Ralph Morgan—1948
CROSSROAD—MD—Metro—William Powell, Hedy Lamarr, Claire Trevor, Basil Rathbone—1942
***CRY DANGER** — MD — RKO — Dick Powell, Rhonda Fleming, Richard Erdman—1951
CRY MURDER—MD—Film Classics—Jack Lord, Carole Mathews, Howard Smith, Hope Miller—1950
DARK WATERS—MD—United Artists—Merle Oberon, Franchot Tone, Thomas Mitchell, Fay Bainter—1944
DIARY OF A CHAMBERMAID—CD—United Artists—Paulette Goddard, Burgess Meredith, Hurd Hatfield, Francis Lederer—1946
DISC JOCKEY—MU—Allied Artists—Ginny Simms, Tom Drake, Jane Nigh, Michael O'Shea—1951
DISHONORED LADY — D — United Artists — Hedy Lamarr, Dennis O'Keefe, William Lundigan—1947
DON'T TRUST YOUR HUSBAND—(Innocent Affair, An) —ROC—United Artists—Fred MacMurray, Madeleine Carroll, Charles 'Buddy" Rogers, Rita Johnson—1948
DOWN MEMORY LANE—C—Eagle Lion—Bing Crosby, Gloria Swanson, Steve Allen, W. C. Fields—1949
DUDE GOES WEST, THE—WC—Allied Artists—Eddie Albert, Gale Storm, Gilbert Roland—1948
***EARL CARROLL SKETCHBOOK**—ROMCMU—Republic—Constance Moore, William Marshall, Bill Goodwin—1946
EXILE EXPRESS—D—Grand National—Anna Sten, Alan Marshall, Jerome Cowan, Jed Prouty—1939
EXILED TO SHANGHAI—AD—Republic—Dean Jagger, Wallace Ford, June Travis, William Bakewell—1937
FATHER TAKES THE AIR—C—Monogram—Raymond Walburn, Walter Catlett, Gary Gray—1951
FIGHTING RATS OF TOBRUK—D—Astor—Chips Rafferty, Grant Taylor, Pauline Garrick, Peter Finely—1952
***FLYING SAUCER**—AD—Film Classics—Mikel Conrad, Pat Garrison, Hantz Von Touffen—1950
FRIENDLY NEIGHBORS—CDMU—Republic—The Weavers, Lois Ranson, Spencer Charters—1940
GANGSTER, THE—PD—Allied Artists—Barry Sullivan, Akim Tamiroff, Belita, Joan Lorring—1947
GAY BLADE (Tournament Tempo)—CD—Republic—Allan Lane, Jean Rogers, Edward Ashley—1946
GAY CAVALIER, THE — WMU — Monogram — Gilbert Roland, Martin Garralaga, Nocho Galindo—1946
GOLDEN GLOVES—MD—Paramount—Richard Denning, Jean Cagney, Robert Paige, Edward Brophy—1940
***GOOD TIME GIRL**—MD—Film Classics—Jean Kent, Flora Robson, Dennis Price—(English-made)—1950
GUILTY OF TREASON—DOCD—Eagle Lion—Charles Bickford, Bonita Granville, Paul Kelly, Roland Winters—1950
GYPSY FURY — COSD — Monogram — Vivica Lindfors, Christopher Kent, Johnny Champot, Romney Brent—(Swedish-made)—(English titles)—1951
HANNAH LEE—OMD—Broder—John Ireland, Joanne Dru, MacDonald Carey, Don Haggerty—1953
***HEADIN' FOR GOD'S COUNTRY**—MD—Republic—William Lundigan, Virginia Dale, Harry Shannon—1943
HEARTBEAT—CD—RKO—Ginger Rogers, Jean Pierre Aumont, Adolphe Menjou, Basil Rathbone—1946
***HIT PARADE OF 1943, THE**—CMU—Republic—John Carroll, Susan Hayward, Gail Patrick—1943
***HITCHHIKE TO HAPPINESS** — CMU — Republic — Al Pearce, Brad Taylor, William Frawley—1945
HORSE'S MOUTH — CFAN — Mayer-Kingsley — Robert Beatty, Mervyn Johns, Arthur MacRae, Gillian Lind—(English-made)—1943
HUNDRED HOUR HUNT—D—Greshler—Anthony Steele, Jack Warner, Sidney James—(English-made)—1953
HUNTED, THE—D—Allied Artists—Preston Foster, Pierre Watkin, Belita, Edna Holland—1948
I BECAME A CRIMINAL—MD—Warners—Trevor Howard, Sally Gray, Rene Ray—(English-made)—1948
***I LOVE TROUBLE**—MYMD—Columbia—Franchot Tone, Janet Blair, Janis Carter—1948
I MARRIED ADVENTURE—TRA—Columbia—Osa and Martin Johnson—1940
I WAS AN AMERICAN SPY—DOCMD—Allied Artists —Ann Dvorak, Gene Evans, Douglas Kennedy—1951
***IN OLD MISSOURI**—F—Republic—Leon Weaver, Frank Weaver, June Weaver—1940
IN OLD NEW MEXICO—W—Monogram—Duncan Renaldo, Gwen Kenyon, Martin Garralaga—1945
INCIDENT — MD — Monogram — Jane Frazee, Warren Douglas, Robert Osterloh, Joyce Compton—1948

Correction

The pictures listed below were included in our compilation of Motion Pictures available for or in T-V channels. Although listed for showing in some instances, these four have not been on T-V.

ONCE UPON A DREAM—RC—Eagle Lion—Googie Withers, Griffith Jones—(English-made)—1949
OUTLAW, THE — RKO — Jane Russell, Thomas Mitchell, Jack Buetel, Walter Huston—1950
SLEEPING CAR TO TRIESTE—MD—Eagle Lion—Jean Kent, Albert Lievon—(English-made)—1947
39 STEPS, THE—MD—GB—Robert Donat, Madeleine Carroll, Lucie Mannhein—(English-made)—1938

INNOCENT AFFAIR, AN (Don't Trust Your Husband) —ROC—United Artists—Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers—1948
IRON CROWN, THE—AD—Superfilm—Primo Carnera, Elisa Cegani, Luisa Ferida, Rina Morelli—(Italian-made)—(English titles)—1949
ISLE OF DESTINY—MD—RKO—William Gargan, Wallace Ford, June Lang, Gilbert Roland—1940
***IT HAPPENED ON FIFTH AVENUE**—CMU—Monogram —Gale Storm, Victor Moore, Chargles Ruggles—1947
IT'S IN THE BAG—C—United Artists—Fred Allen, Jack Benny, William Bendix, Binnie Barnes—1945
JOE PALOOKA IN THE BIG FIGHT—CD—Monogram—Joe Kirkwood, Leon Errol, Lina Romay—1949
JOE PALOOKA IN THE SQUARED CIRCLE—MD—Monogram—Joe Kirkwood, Jr., James Gleason, Lois Hall, Edgar Barrier—1950
JOHNNY FRENCHMAN — CD — U-I — Francoise Rosay, Patricia Roc, Tom Walls—(English-made)—1946
***JOURNEY INTO LIGHT** — D — 20th-Fox — Thomas Mitchell, Viveca Lindfors, Sterling Hayden—1951
JUNGLE, THE — MD — Lippert — Marie Windsor, Rod Cameron, Cesar Romero, Sulochona—1952
***LADY GODIVA RIDES AGAIN**—C—London—Gladys Henson, Dennis Price, Stanley Holloway—(English-made)—1952
LOAN SHARK—MD—Lippert—George Raft, Dorothy Hart, Paul Stewart, Helen Westcott—1952
LONGHORN, THE—W—Monogram—Bill Elliott, Myron Healey, Phyllis Coates, Stan Jolley—1952
***MA POMME** — CD — Discina International — Maurice Chevalier, Sophie Desmarets, Jean Wall—(French-made)—1951
***MARS ATTACKS THE WORLD**—D—Universal—Larry Crabbe, Jean Rogers, Charles Middleton—1938
***MERRILY WE LIVE**—C—Metro—Brian Aherne, Constance Bennett, Billie Burke—1938
MERRY CHASE, THE (Resa di Fifi)—ROC—Superfilm—Rossano Brazzi, Clara Calamai, Nino Besatti, Paola Borboni—(Italian-made)—(English titles)—1948
MICKEY — ROMCMU — Eagle Lion — Lois Butler, Bill Goodwin, Irene Hervey, John Sutton—1948
MR. UNIVERSE—F—Eagle Lion—Jack Carson, Bert Lahr, Janis Paige, Vincent Edwards—1951
MRS. FITZHERBERT—ROHISD—Stratford—Peter Graves, Joyce Howard, Leslie Banks—(English-made)—1950
***MURDER IN THE MUSIC HALL**—MDMU—Republic—William Marshall, Vera Ralston, Nancy Kelly—1946
NAVAJO—D—Lippert—Frances Kee Teller, Hall Bartlett, 1952
NAVY BOUND—ACD—Monogram—Tom Neal, Wendy Waldron, Regis Toomey, John Abbott—1951
***NIGHT TRAIN TO MEMPHIS**—CDMU—Republic—Roy Acuff and his Smoky Mountain Boys, Allan Lane, Adele Mara—1946
NO RESTING PLACE—MD—Classic—Michael Gough, Noel Purell, Brian O'Higgins—(English-made)—1952
NORTHWEST TERRITORY — OD — Monogram — Kirby Grant, Gloria Saunders, Chinook—1952
NOT WANTED—D—Film Classics—Sally Forrest, Keefe Brasselle, Leo Penn, Dorothy Adams—1949
NOTHING TO LOSE (Time, Gentlemen, Pleasel)—C—Mayer-Kingsley—Eddie Byrne, Hermione Baddeley, Raymond Lovell—(English-made)—1953
NURSE EDITH CAVELL—D—RKO—George Sanders, Anna Neagle, Edna May Oliver, Zasu Pitts—1939
***OH, MY DARLING CLEMENTINE**—CMU—Republic—Isabel Randolph, Harry "Pappy" Cheshire, Lorna Gray—1943
OH WHAT A NIGHT—MD—Monogram—Edmund Lowe, Jean Parker, Marjorie Rambeau—1944
ONE OF OUR AIRCRAFT IS MISSING—MD—United Artists—Godfrey Tearle, Eric Portman, Hugh William, Bernard Miles—(English-made)—1942
***PANCHO VILLA RETURNS**—HISD—Hispano Continental—Leo Carrillo, Esther Fernandez, Jeanette Comber—(Mexican-made)—1950
PANIC—MD—Viviane Romance, Michel Simon, Paul Bernard—(French-made)—(English titles)—1947
PISTOL PACKIN' MAMA—MUD—Republic—Ruth Terry, Robert Livingston, Jack La Rue, Wally Vernon—1943
POPPY—MD—Paramount—W. C. Fields, Rochelle Hudson, Richard Cromwell, Catharine Doucet—1936
PORT OF NEW YORK—MD—Eagle Lion—Scott Brady, K. T. Stevens, Yul Brynner, Richard Roler—1949
PYGMALION — MD — Metro — Leslie Howard, Wendy Hiller, Wilfred Lawson—(Foreign-made)—1938
***RED PLANET MARS**—D—United Artists—Andrea King, Peter Graves, Orley Lindgren—1952
***RENDEZVOUS WITH ANNIE**—C—Republic—Eddie Albert, Faye Marlowe, Gail Patrick—1946

(Continued on page 3955)

Alphabetical Guide

(Continued from page 3956)

WHITE CHRISTMAS—120m.—Paramount 3826
WHITE FEATHER—102m.—20th-Fox 3923
WHITE ORCHID, THE—81m.—UA 3886
WINDOW, THE—73m.—RKO 3827
WOMAN'S FACE, A—106m.—MGM 3846
WOMEN'S PRISON—80m.—Columbia 3914
WOMAN'S WORLD—94m.—20th-Fox 3846
WYOMING RENEGADES—73m.—Columbia 3929

Y

YELLOW MOUNTAIN, THE—78m.—U-I 3878
YELLOWNECK—83m.—Republic 3938
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871
YOUNG AT HEART—117m.—Warners 3891

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from page 3954)

the lively Brazilian tune is sung by the Dinning Sisters and played on the organ by Ethel Smith. Miss Smith also mingles in the antics of the three cartoon characters in a clever combination of live action and cartoon animation. GOOD." (54107).

FOUR WHEELS, NO BRAKES. Columbia—UPA Assorted Cartoons. 6½m. Pete Hothead, owner of an old beat-up car, is determined to get a new one. His wife wins a new car on a TV show at the same time that Pete is purchasing the same make and model at a new showroom. Peter arrives home and sees the car his wife won and mistakes it for the one he ordered. It is not the right color so he drives it back to the showroom and drives away in another, this one with no brakes. When Pete again arrives home he has half a car under him. EXCELLENT. (7503).

KEEP YOUR GRIN UP. Paramount—Casper Cartoons. 6m. Casper, the ghost, goes to the circus and frightens the performers. He then comes upon a hyena that is unable to laugh. Casper, determined to make the animal laugh, goes through a series of tricks. This fails to humor the hyena, but when Casper frightens the ringmaster the animal begins to chuckle. GOOD. (B14-4).

THE MAD HATTER. Universal-International—Walter Lantz Cartune Reissues. 7m. When first reviewed in THE SERVISECTION of February, 1948, it was said: "Woody Woodpecker receives a call from the studio telling him to report for work with a top hat. This offers a problem for him, as he sets out to buy the hat. After a little trouble with the salesman, he finally gets the hat, and is all set to report for work. A gust of wind captures the headpiece, and proceeds to blow it in every direction. After a tough fight, Woody regains the hat, only to find that he has been fired. GOOD." (1352).

NURSE TO MEET YA. Paramount—Popeye Cartoons. 6m. Olive Oyl is a nursemaid. Popeye and Bluto try to amuse the baby she's minding. They do this by performing various tricks. Bluto attempts to eliminate Popeye from he scene. He almost succeeds by using Popeye's head as a golfball, but Popeye is able to get hold of his vitamin packed spinach. GOOD. (E14-4).

SWOONING THE SWOONERS. 20th Century-Fox—Terrytoon Topper Reissues. 7m. When first reviewed in THE SERVISECTION of October, 1945, it was said: "A cat named Frankie performs for an assortment of female animals. Although they enjoy his singing, it bothers a man trying to get some sleep. He throws a tomato at the crooner, which stops him, but he gets a pack of his public on his tail. As proper retribution for his act, the cats serenade him till the morning with Frankie's song. GOOD." (5504).

TREASURE JEST. Columbia—Color Favorites Reissues. 6½m. When first reviewed in THE SERVISECTION of August, 1945, it was said: "The Crow has a franchise on a treasure island, and when the Fox comes to dig for the buried wealth the Crow informs him that there is a slight digging charge. The Fox refuses to pay and tries to get around the Crow with little success until he finally pays the two dollars. He winds up with a lot of gold-painted bricks, which sink his slight vessel, and then he really rips the island apart trying to get at the Crow. GOOD." (7610).

Color Travel

MIGHTY NIAGARA. MGM—Fitzpatrick Traveltalks Reissues. 10m. When first reviewed in THE SERVISECTION of March, 1943, it was said: "Here is a tour in color to Niagara Falls, with some very beautiful scenic effects and a sensible commentary. It is good travel fare. GOOD."

Check-List Of Features In TV Channels

(Continued from page 3954)

RESA DI FIFI (Merry Chase, The)—ROC—Superfilm—Rossano Brazzi, Clara Calamai, Nino Besatti, Paolo Borboni—(Italian-made)—(English titles—1948
***RETURN OF THE PLAINSMAN**—OMD—Astor—Chips Rafferty, Henry Murdock, Jeannette Elphick—(Australian made)—1953
RHYTHM INN—CMU—Monogram—Jane Frazee, Kirby Grant, Charles Smith, Lois Collier—1951
RIDERS OF THE NORTH—OMD—Syndicate—Bob Custer, Blanche Mehaffey, Eddie Dunn—1931
RIDING THE CALIFORNIA TRAIL — W — Monogram — Gilbert Roland, Inez Cooper, Martin Garralaga, Frank Yacanelli—1947
ROBIN HOOD OF MONTEREY—W—Monogram—Gilbert Roland, Jack La Rue, Evelyn Brent—1947
ROBOT MONSTER — SFD — George Nader, Claudia Barrett, Silena Royle, Gregory Moffet—1953
***ROME, 11 O'CLOCK**—D—Times—Lea Padovani, Carla Del Poggio, Eva Vanicek—(Italian-made)—1953
RUNAWAY BUS — CMD — Kramer-Hyams — Margaret Rutherford, Frankie Howard, Petula Clark, George Coulouris—(English-made)—1954
***ST. BENNY THE DIP**—CD—United Artists—Nina Foch, Dick Haymes, Roland Young—1951
SAN DEMETRIO, LONDON — MD — 20th-Fox — Walter Fitzgerald, Arthur Young, Ralph Michael—1947
***SCARF, THE**—PD—United Artists—John Ireland, Mercedes McCambridge, Emlyn Williams—1951
***SCOTLAND YARD INSPECTOR**—MD—Lippert—Cesar Romera, Lois Maxwell, Bernadette O'Farrell—1952
***SECOND FACE, THE**—D—Eagle Lion—Ella Raines, Bruce Bennett, Rita Johnson—1950
SHAKE HANDS WITH MURDER — MD — PRC — Frank Jenks, Iris Adrian, Douglas Fowley—1944
SIERRA PASSAGE—OMD—Monogram—Wayne Morris, Lola Albright, Alan Hale, Jr., Roland Winters—1951
***SINGING TAXI DRIVER, THE**—CMU—IFE—Beniamino Gigli, Danielle Godet, Virginia Belmont—(Italian-made)—1953
***SIS HOPKINS**—MUC—Republic—Judy Canova, Bob Crosby, Charles Butterworth—1941
16 FATHOMS DEEP—AD—Monogram—Lon Chaney, Jr., Arthur Lake, Lloyd Bridges, Eric Feldary—1948
SMART WOMAN—D—Allied Artists—Canstance Bennett, Brian Ahern, Barry Sullivan—1948
***SOMEONE TO REMEMBER** — CD — Republic — Mabel Paige, John Craven, Dorothy Morris—1943
SONG OF MEXICO—ROCMU—Republic—Adele Mara, Edgar Barrier, George Lewis—1946
SONG OF MY HEART—BIDMU—Allied Artists—Frank Sundstrom, Sir Cedric Hardwicke, Audrey Long, Mikhail Rasummy—1947
SONG OF OLD WYOMING—WMU—PRC—Eddie Dean, Sarah Padden, Al La Rue, Jennifer Halt—1945
SONS OF ADVENTURE—MYAD—Republic—Lynne Roberts, Russell Hayden, Gordon Jones—1948
SOUTH OF THE RIO GRANDE—MUW—Monogram—Duncan Renaldo, Martin Garralaga, Armida—1945
SOUTHSIDE 1-1000—MD—Allied Artists—Don DeFore, Andrea King, George Tobias, Charles Cane—1950
***SPACEWAYS**—D—Lippert—Howard Duff, Eva Bartok, Alan Wheatley—(English-made)—1953
SPANISH CAPE MYSTERY, THE—MY—Republic—Donald Cook, Helen Twelvetrees, Berton Churchill—1935
STAMPEDE—W—Allied Artists—Rod Cameron, Gale Storm, Don Castle, Johnny Mack Brown—1949
STARS LOOK DOWN, THE—ADD—Metro—Michael Redgrave, Emlyn Williams, Margaret Lockwaad, Cecil Parker, Linden Travers—(English-made)—1941
STRIKE IT RICH—ACD—Allied Artists—Rod Cameron, Bonita Granville, Don Castle, Stuart Erwin—1948
***SULLIVANS, THE** — CD — 20th-Fox — Anne Baxter, Thomas Mitchell, Edward Ryan—1944
SWELLHEAD — C — Tiffany — Jimmy Gleason, Marion Shilling, Johnny Walker, Natalie Kingston—1930
***SYMPHONIE PASTORALE**—D—Films International—Michele Morgan, Pierre Blanchar, Line Noro—(French-made)—1948
***SYNCOPATION**—MU—RKO—Jackie Cooper, Adolphe Menjou, Bonita Granville—1942
***TENDER YEARS**—D—20th-Fox—Joe E. Brown, Josephine Hutchinson, Richard Lyon—1947
***THAT BRENNAN GIRL**—D—Republic—James Dunn, Mona Freeman, William Marshall—1946
THERE'S A GIRL IN MY HEART—DMU—Allied Artists—Lee Bowman, Elyse Knox, Peggy Ryan—1949
THREE'S A FAMILY—C—United Artists—Charlie Ruggles, Marjorie Reynolds, Fay Bainter—1944
***TIME, GENTLEMEN, PLEASE! (Nothing To Lose)**—C—Mayer-Kingsley—Eddie Byrne, Hermione Baddeley, Raymond Lovell—(English-made)—1953
TOURNAMENT TEMPO (Gay Blade)—CD—Republic—Allan Lane, Jean Rogers, Edward Ashley—1946
UNDER SECRET ORDERS—MD—Guaranteed John Loder, Erich von Stroheim, Dita Parlo, Claire Luce—(English-made)—1943
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*Indicates current additions

. . . the annual re-edited and compiled *CHECK-LIST* of *Feature Motion Pictures in T-V CHANNELS* will be published in the Issue of JULY 27, 1955

ALPHABETICAL GUIDE
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APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
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MAY	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**
Las Vegas Shakedown D. O'Keefe, C. Grey Dark Venture F. Lovejoy, P. Castle African Fury Documentary	The End Of The Affair D. Kerr, V. Johnson, J. Mills Tight Spot G. Rogers, E. G. Robinson, B. Keith Cell 2455, Death Row W. Campbell, M. Carr, R. Campbell Seminole Uprising G. Montgomery, K. Booth (Technicolor)	Air Strike R. Denning, G. Jean, D. Haggerty Phantom Of The Jungle J. Hall, R. Montgomery, A. Gwynne	The Prodigal L. Turner E. Purdom, L. Calhern (Eastman Color) (CinemaScope) The Marauders D. Duryea, J. Richards, K. Wynn (Eastman Color) (Print by Technicolor)	Strategic Air Command J. Stewart, J. Allyson (Technicolor) (VistaVision)	Bringing Up Baby I Remember Mama (Reissues)	I Cover The Underworld S. McClory, J. Jordan, R. Middleton Magic Fire Y. DeCarlo, C. Thompson, R. Gam (Trucolor)	The Magnificent Matador M. O'Hara, A. Quinn (Technicolor) (CinemaScope) Soldier Of Fortune C. Gable, S. Haywood, M. Rennie (Color by DeLuxe) (CinemaScope) Life In The Balance R. Montalban, A. Bancroft (Made in Mexico) The Living Swamp Nature in the Okefenokee Swamp (Color by DeLuxe) (CinemaScope)		Revenge Of The Creature J. Agar, L. Nelson, J. Bromfield (3-D and 2-D) Cult Of The Cobra R. Domergue, R. Long, M. Thompson The Looters R. Calhour, J. Adams, T. Gomez	Jump Into Hell J. Sernas, K. Kasznor, A. Moss

OBSERVATIONS

May 8—Mother's Day
30—Memorial Day

MOON PHASES

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MAY	28	6	14	21

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

IN MAY FROM 20th

Edward L. Alperson presents

THE Magnificent Matador



THE WORLD'S MOST DANGEROUS GAME..

TO FILL YOUR SCREEN WITH EXCITEMENT!

LIVE
with the Toreador!

FIGHT
the Brave Bulls!

MAKE
the Pass of Death!

LOVE
as if there's no tomorrow!



in GLORIOUS COLOR

CINEMASCOPE

starring

MAUREEN O'HARA · ANTHONY QUINN

with Richard Denning · Thomas Gomez and Mexico's Top Matadors · Directed and Story by BUDD BOETTICHER

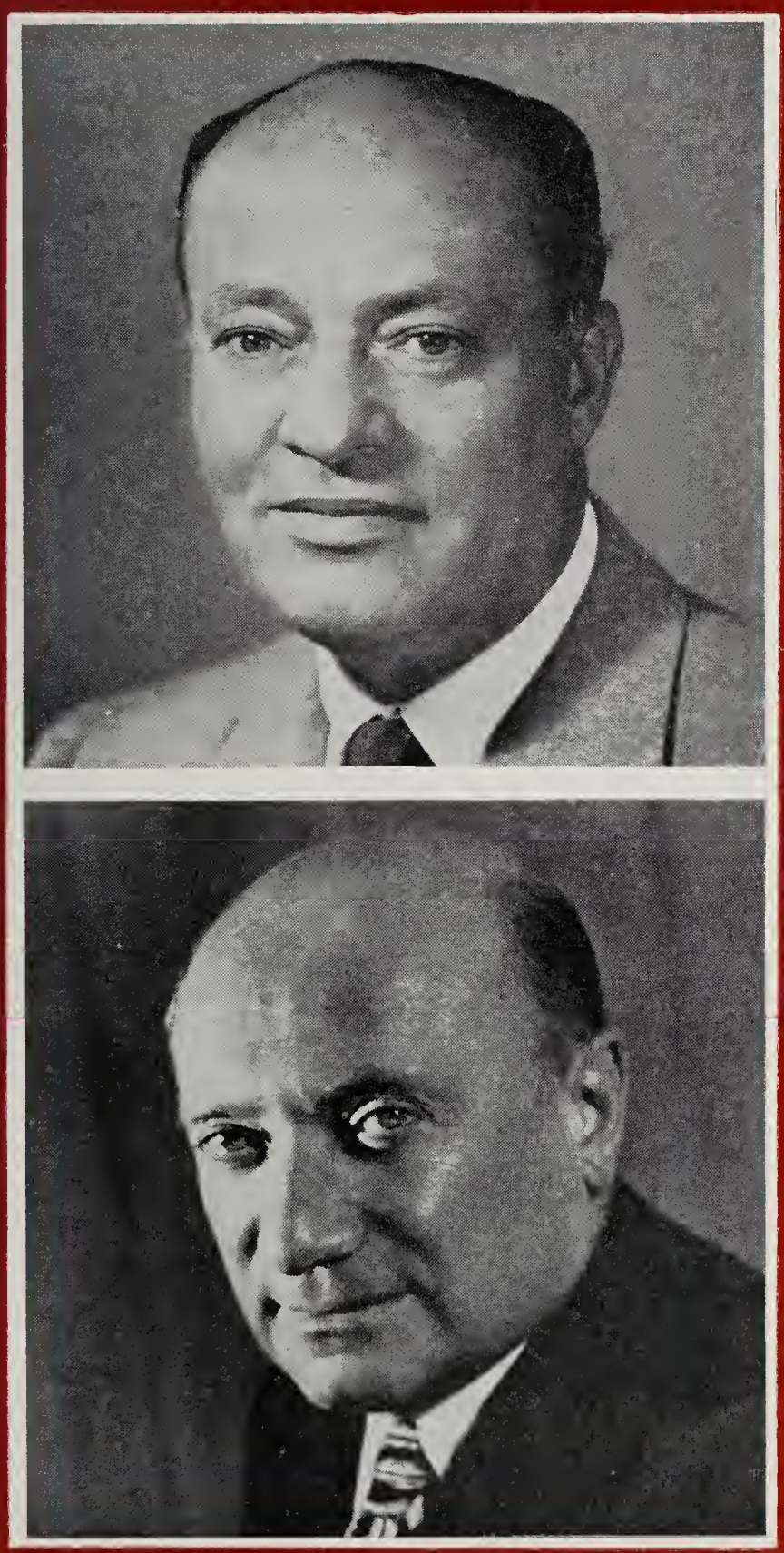
Screenplay by CHARLES LANG · Co-Producer Carroll Case · Released by 20th Century-Fox

"IT'S A PLEASURE TO DO BUSINESS WITH 20th!"

MOTION PICTURE

EXHIBITOR

APRIL 27, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



George Dembow, above, was named last fortnight as president, National Screen Service, and will succeed Herman Robbins, below, who stays as board head.

TOA, Allied Take First Joint Action

(page 9)

"The Noose Hangs High"

(editorial)

AND FEATURING: PHYSICAL THEATRE

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879



M-G-M presents

"BLACKBOARD JUNGLE"

Starring

GLENN FORD

ANNE FRANCIS · LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS

Based On the Novel by EVAN HUNTER

Directed by

RICHARD BROOKS

Produced by

PANDRO S. BERMAN

(Available in Perspecta Stereophonic or 1-Channel Sound)

"GLASS SLIPPER" FLASH!

3rd Week sets All-Time Music Hall record! Philadelphia sets new high!

THE "BLACKBOARD" SCREAM ECHOES ACROSS THE NATION!

Hold Extra Time! It's A Hold-Over Sensation!

5th Week – PHILADELPHIA All-time house records broken!

6th Week – NEW YORK – Biggest in 6 years at State. Extended Run!

5th Week – SAN FRANCISCO – Subsequent week business tops "7 Brides", "Mogambo" and all M-G-M top hits!

4 BIG Weeks – CLEVELAND – "7 Brides" Biz!

3 BIG Weeks – BOSTON – Tops "Mogambo", "7 Brides"!

2nd Week DETROIT – Equals "Quo Vadis" and "Ivanhoe"!

NEW OPENINGS ALL TERRIFIC! SPRINGFIELD, MASS., NORFOLK, READING, BUFFALO – Beats "Mogambo", "7 Brides" · NEW HAVEN, BRIDGEPORT, WILMINGTON, DEL. – Beats "7 Brides", "Executive Suite" · HARRISBURG, PROVIDENCE, HARTFORD, TOLEDO, AKRON, INDIANAPOLIS, EVANSVILLE – Beats Top M-G-M Attractions! · **2 BIG WEEKS!** TRENTON, POUGHKEEPSIE – Tops "Mogambo", "7 Brides" · **EXTRA DAYS!** PERTH AMBOY, MIDDLETOWN, N.Y., NEW BRUNSWICK, ASBURY PARK, LANCASTER. ALL outgrossed biggest M-G-M productions including "Mogambo" and 7 "Brides" · PITTSFIELD, MASS. – Sensational Opening! · **AND IT'S THE SAME EVERYWHERE!**

MOVING



RICHAR

A PRIZE

CO-STARRING

MAI ZETTERLING · NIGEL PATRIC

Screen Play by ROBERT BUCKNER and JOHN PAXTON • From the novel by MAX CATTO • Produced by IRVING A

FAST

from Columbia!

Those June dates are pouring in!

An adventurer's desire
or a woman... A woman's
lust for gold... The most
astonishing crime
of the century!

Have you heard the hit tune:
A PRIZE OF GOLD
It's shooting up... watch for it in the top ten!



Color by
TECHNICOLOR

IDMARK
OF GOLD

FORGE COLE · DONALD WOLFIT

R. BROCCOLI • Directed by MARK ROBSON • A COLUMBIA PICTURE • A WARWICK PRODUCTION

LETTERS TO THE EDITOR

Dear Sir:

Thanks very much for your letter enclosing the back issues of the MOTION PICTURE EXHIBITOR SERVISECTION which we requested.

In answer to your question about The Missourian, we are a daily newspaper of general circulation, serving the city of Columbia and the surrounding trade area. Our interest in your publication lies in our regular weekly feature page of the entertainment world.

Each week we run a page, in cooperation with the local theatres, television station, radio station, concert series, etc., listing the coming events for the next week. We also run feature stories about the stars in each medium, short reviews of the coming movies, and background information about special attractions of the movies.

We use your publication, through the movie operators, for much information about the films. The files I requested were for one of the drive-in operators, Herbert Jeans, Parkade Drive-In. He had supplied us with his copies for use on the page and we inadvertently lost them. These will enable us to complete his files again.

Thanks very much for your prompt cooperation.

Yours very truly,
ROBERT O. BUZBEE,
Advertising Manager.

Columbia, Mo.

Dear Sir:

We small exhibitors have a problem in trying to do business with the offices in Philadelphia from up here. The print situation is something else again; we are asked to pay top price for features, then try and get the print. This is unfair, too, in that if it gets too late there is nothing left in it for us as the people are only going to see new shows, as they call them. While we are also playing new product, though late, they say why see that old one. Let's go see the so and so at Sunbury, which creates the problem for us all. The producer could correct this and should, since I see that they are making more money than ever. I wonder if you know just why it is that the rest of the exhibitors will not stick together. Should we be able to do this, perhaps some of our headaches would be solved. Those I have talked to say okeh, but when the time comes they won't do it.

C. D. WEISER

Middleburg, Pa.

Dear Sirs:

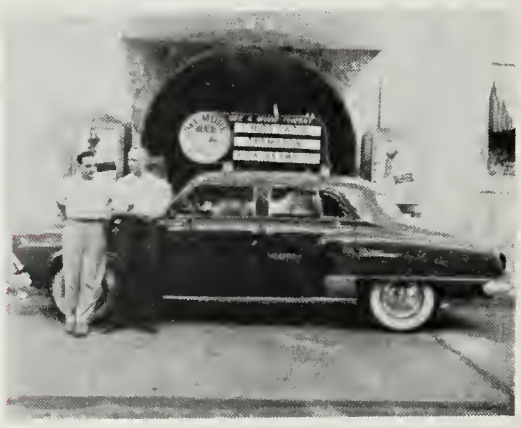
I work, sleep, and eat by your Pink SERVISECTION and use one in the theatre and the other in the business office. I misplaced my two copies of December 15 beginning with page 3885. Please send me two duplicates.

WINSTON R. TANNER
Box 355

Kenbridge, Va.

Dear Editor:

It was with interest that I observed the National Screen Service travel-ad item in the Better Management section of the April 6 edition of MOTION PICTURE EXHIBITOR. Would be very interested in the response that it receives around the country. My interest was sparked somewhat by the fact that I have been using a similar style frame for away from the theatre advertising with considerable success. The Auto-Marquee has been in use at the See-More, Seymour, Wis., for a



full year now. The Auto-Marquee is built by a Mr. Wagner, Black Creek, Wis., and he has employed one at his Pix for several years with reasonable success, also. There are 10 or more in use in this section of Wisconsin at this time in both conventional and drive-in theatres. The photograph illustrates the sign in place atop an automobile. The Auto-Marquee is attractive and inexpensive and with it you take your attraction to your patron.

OTTO SETTELE
See-More

Seymour, Wis.

St. Louis Claims Right Of Nickelodian Seniority

ST. LOUIS—With the nationwide Golden Jubilee Celebration of the Nickelodeon beginning on June 5, St. Louis and Pittsburgh are battling it out for the honor of having had the first Nickelodeon.

Johnny Harris, whose name has meant "show business" in Pittsburgh since his father's time before the turn of the century, claimed that his father opened the first Nickelodeon showing motion pictures exclusively on June 5, 1905. St. Louis, however, claims that two small Nickelodeon-type theatres were opened in 1903 or early in 1904, to cater to persons at work on the construction of the St. Louis Exposition.

One, the Globe, was operated by a Mr. Gold, and a second theatre was located on the north side of Franklin Avenue between Sixth and Seventh Streets. Mound City pioneers add that a third was opened by a Mr. Meyers on South Broadway. St. Louis also lays claim to the word "Nickelodeon," tracing its derivation from the Odeon Theatre, deluxe amusement spot in St. Louis in the late 1890s and well into the 1900s.

Dear Sir:

I cannot let this occasion pass without expressing to you my sincerest appreciation for the cooperation we received from MOTION PICTURE EXHIBITOR which helped immeasurably in raising $430,435.49 for the 1954 Jimmy Fund Drive. Without you, it would have been most difficult to call to the attention of the exhibitors and the people in our industry the importance of furthering research to help children afflicted with cancer. Bill Koster joins with me in thanking you and the members of your staff for your invaluable help. With kindest regards, I am,

Sincerely,
THEODORE FLEISHER, *Co-chairman*
1954 Jimmy Fund Drive

Boston

Gentlemen:

In a recent issue of the MOTION PICTURE EXHIBITOR, an article stated that back copies of the Pink Review Sections were still available from the 1948-49 seasons to date. As my present collection is pretty well dog-eared by now and many sections are missing I would appreciate having a complete collection again. I am enclosing a check for $2.64 to cover seven seasons to bring me up to date. Your magazine takes the number one place in my office and without it I would indeed be lost. Please don't change a thing.

DAN ROCHIN, *Manager*
United Artists Theatres
of California, Ltd.

Los Angeles

Dear Sir:

In renewing our subscription to MOTION PICTURE EXHIBITOR I am writing to you because it gives me an opportunity to greet you personally, and to tell you how much I enjoy thumbing through MPE each week. I have found many of your editorials most provocative and enjoy the vigor and spirit with which you write them. I wish you many, many years of continuing success with your splendid publication.

BERNARD G. SEGAL
Schnader, Harrison, Segal
and Lewis

Philadelphia

Dear Sir:

The Governor (George Leader—Penna.) has received your letter of Feb. 21 with the interesting editorial from the current issue of the MOTION PICTURE EXHIBITOR concerning Bingo. He is glad to have your views in the matter and wishes me to assure you that if any legislation is passed by the General Assembly regarding legalized gambling, including Bingo, it will receive his careful consideration.

Sincerely yours,
DAVID V. RANDALL

Harrisburg, Pa.

Dear Sir:

Your last editorial (Re: "Davy Crockett, Indian Scout") was terrific!

JAY WREN
Viking and Locust

Philadelphia

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

APRIL 27, 1955
VOLUME 53 NUMBER 26

THE NOOSE HANGS HIGH

NEXT TIME YOU SIT and worry about the future of your job, or of your one-purpose theatre real estate, it might be interesting to project your thoughts beyond the current confines of product shortages, high percentage demands, and the expense of the new technical changes, and attempt to scan the larger canvas that should eventuate if toll TV becomes a reality.

Now, if the FCC is consistent with its past rulings; if all past legislation by the Congress both expressed and implied remains in effect; and if there is nothing phoney lurking behind some political or financial bush, toll-TV should not become a reality. All previous requests for the toll, or paid, use of the airwaves for controlled communication purposes, for theatre network TV, or for any other private and non-public use, have always been refused. Traditionally, the airwaves in their limited use span belong to all of the public. Radio and TV stations are permitted to use them with advertiser sponsored programs only if such programs are preponderantly of a public service or entertainment nature, and if the advertising is kept to a percentage minimum. So, unless the rules are changed, or the existing rules are offset by loaded dice, those airwaves won't be handed over to private interests for private exploitation and private profit.

But let's suppose that the spurious claims of "public demand for toll-TV," and of the "better quality entertainment" that toll-TV should make possible, results in some new and far reaching legislation. We will assume that toll-TV has now became a reality.

Everyone who owns a TV set has purchased a toll gadget, and the two or three companies that own the gadget patents have declared fat dividends.

Each of the 18,000 roofed and drive-in theatres of the U. S. A. has folded, because the 8000 or 10,000 individual owners couldn't bid in concert and match the $1-per-set or $30,000,000 per picture bid of the four national networks. Without any consideration of the loss of local jobs and local taxes, the federal goverment has lost a flock of income tax, plus about $250,000,000 a year in admissions taxes alone.

But the public is happy because it now has toll-TV, and the quality of TV entertainment is now as good as the old movie house used to produce. Zenith and the other gadget salesmen are happy because they sold a flock of gadgets. And producers are happy because now they are endowed by the TV networks and don't need to fight "those lousy exhibitors" in order to build a $12,000,000 gross on a $1,000,000 picture.

But, forgetting ourselves and all of the others who won or lost, something pretty bad will have happened to the U. S. A.

Phrased better than we could and adding much basic evidence to this thinking is the following quote from a speech by Senator J. William Fulbright as reported recently in The Saturday Review:

"There is . . . the narrowing effect inherent in the concentration of managerial control of the press, the radio, the movies—and, in the foreseeable future, television.

"Within the last 40 years, according to Morris Ernst, one-third of our daily newspapers have disappeared, and more than 3,000 weeklies have ceased publication. As of a recent date, 10 of our states did not have a single city with competing papers, and in the whole of America there are only a few more than 100 cities where one can find daily papers in competition. The pattern of concentration extends elsewhere. In radio, one-fifth of the stations are interlocked with newspapers. Four networks dominate national radio, while less than two dozen advertizers account for 50 per cent of network income. And in the film industry, five big companies exercise a dominant influence upon the industry."

Had Senator Fulbright been developing our hypothetical nightmare he could have pin-pointed still further that toll TV could reduce 8,000 to 10,000 individual theatre businessmen to four national networks. And, in order to dictate just what the public across the nation must pay for a particular feature attraction, it would only be necessary for the producer to sit down with a representative of some one network. Only two men would need to go into an office to make a deal. Let the trust busters try to prove price fixing, or collusion, ar restraint of trade under a setup like that.

So while there is some slight possibility that toll-TV could be the noose that could tighten on the throat of theatre business, this consideration may be only one small facet of a much larger interlocking of all news and amusement sources. Such an interlocking could put the noose on something much more important. In that noose could eventually be the very freedoms on which this nation was founded.

Jay Emanuel

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanual Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertisIng manager; Max Cades, business manager; George Nonamaker, Mel Konecoff, Al Erlick, associate editors. Subscriptions: Any one of six sectional editions (NEW ENGLAND, NEW YORK STATE, PHILADELPHIA-WASHINGTON, SOUTHERN, MIDEAST, or MIDWEST-WESTERN) and the INTERNATIONAL edition; $2 per year (52 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues); The GENERAL edition containing all local news forms from all editions: $7.50 per year (52 Issues) and outside of the United States, Canada, and Pan-American countries, $15 per year (52 Issues). Special rates for two and three years on application. Entered as second class matter at the Philadelphia, Pennsylvania, post office. Address letters to 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Sam Israel, U-I studio publicity director, dies of heart attack (page 9).

Austin C. Keough, vice-president and counsel, Paramount, dies at 67 (page 10).

Distribution

Ted O'Shea and Hugh Owen are named to head Paramount's domestic sales organization (page 9).

20th-Fox's Al Lichtman insists on arbitration agreement before roundtable (page 10).

Murray Silverstone, 20th-Fox International president, is optimistic about Latin American theatre market (page 11).

UA schedules first world-wide series of sales meetings (page 16).

Exhibition

Alfred Starr and Trueman Rembusch represent exhibitors and toll-TV opposition in series of debates (page 16).

Film councils are urged to support exhibitors on a local level (page 17).

Financial

AB-PT reports doubling of net profits in first quarter (page 10).

Balaban and Katz earnings rise (page 11).

International

Survey shows decline in Canadian theatre operations; British producers file complaint against censors; Warners schedules meeting of Far Eastern managers in Tokyo; Edinburgh Film Festival plans formulated (pages 14 and 17).

Legislative

Telemeter Corporation asks an extension of the FCC toll-TV deadline; Zenith expresses willingness to set limit on programming hours (page 9).

Mel Konecoff

"Strategic Air Command" premieres with appropriate ceremonies and horizontal VistaVision; UA announces a $6,000,000 advertising budget; and a record turnout sees Max Youngstein installed as president, Cinema Lodge, B'nai B'rith (pages 8 and 15).

Organizations

TOA and Allied leaders take first joint action, inviting company presidents to top level May 24 meeting (page 9).

SMPTE convenes at Chicago's Drake Hotel and a variety of topics is discussed (page 11).

Technical

Cinerama will enter non-theatrical field, making industrial films (page 11).



The trade press, including Mel "The Pipe" Konecoff, associate editor, MOTION PICTURE EXHIBITOR, recently interviewed Eric Fleming, star, Paramount's "Conquest Of Space," on what it felt like to wear "apparel of the future."

NEW YORK
By Mel Konecoff

THERE WAS quite a lot of excitement last week in the heart of Times Square as the Paramount ushered in "Strategic Air Command" with proper ceremonies, newspaper, radio, TV, and photographic coverage of the event attended by stars, civic dignitaries, Air Force officials, industryites, and others.



KONECOFF

More significant than just an ordinary opening, the event marked the unveiling of the world's largest indoor screen, the Trans-Lux Luxuria Seamless Screen, which was used with new Paramount horizontal feed projectors to show off the latest advances in VistaVision permitting a huge screen image measuring 65 feet wide by 34 feet high.

Lighting and quality were good over the entire surface and the size of the picture was awesome, while the effect varied from scene to scene with aerial photography coming off particularly well on the vast area. It was clear and impressive and provided good sweep area to show off the color properly. Whether or not there was an illusion of depth due to the curved screen and aperture plate which gave the screen a bent appearance is a matter of individual opinion. This viewer found no illusion of depth although the photography was clear both in the foreground and background.

It was reported that close to 600 seats were rendered valueless because of the height of the screen.

Drive-ins would do well to investigate this type of projection since the larger ones could use it to spread a picture over their huge areas without loss of light or image quality at the sides.

The reaction to the latest VistaVision and "Strategic Air Command" was impressive.

MONEY NOTES: United Artists will spend a minimum of six million dollars this year to advertise their 48 pictures, as compared to $4,800,000 spent last year to sell 50 pictures to the American public. Thus spake Francis Winikus, director of advertising and publicity for the company, prior to taking off for a two-week vacation in Paris.

Concentrating on "Not As A Stranger," Winikus noted that a budget of one million dollars for advertising alone has been set for the film, of which about $550,000 has already been spent or allocated. This figure includes the $100,000 that was spent by the company some 18 months ago to exploit and help the book become a best seller, which it has been for the last 65 weeks with over 6,800,000 copies sold. About 33 million people have been exposed to it. The end is not yet in sight as a cheaper edition is to come off the presses shortly.

The campaign calls for luminescent 24-sheets to hit across the country in May which will sell day and night and will cost $45,000. Advance full page ads in a few select papers, plus a series of six ads in all exchange city papers prior to the July 1 launching, with a minimum of 300 lines will come to nearly $130,000. Advertisements in most of the national magazines close to release time has been set at $267,000. Supplemental ads in some smaller magazines adds another $5,000, plus trade ads, etc.

(Continued on page 15)

BROADWAY GROSSES

(As of this Monday)

VistaVision Big On Broadway

NEW YORK—Aided by a tremendous ad campaign, the Paramount's opening with "Strategic Air Command" in VistaVision rang up a healthy gross for the house to lead all Broadway business with the exception of the larger Radio City Music Hall, where "The Glass Slipper" continued to ring up great grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Strategic Air Command" (Paramount). Paramount claimed this VistaVision attraction would hit $115,000 on the opening week.

"A Man Called Peter" (20th-Fox). Roxy did $15,443 on Friday, Saturday, and Sunday, with the fourth week down to $29,000.

"The Glass Slipper" (MGM). Radio City Music Hall, with stage show, hit $90,000 for Thursday through Sunday, with the fifth week sure of $132,000.

"Mambo" (Paramount). Criterion dropped to $9,250 on the fourth and last week.

"The Wayward Wife" (IFE). Globe claimed $11,000 on the third week.

"Long John Silver" (DCA). Mayfair dropped to $9,000 on the third week.

"East Of Eden" (Warners). Astor reported $30,000 for the seventh week.

"Man Without A Star" (U-I). Victoria was down to $11,000 for the fifth week.

"The Purple Plain" (UA). Capitol expected the third week to tally $31,000.

"Blackboard Jungle" (MGM). Loew's State reported $33,000 for the sixth week.

Allied And TOA Take First Joint Action

FCC Extension Asked; Zenith Okehs Toll Limit

WASHINGTON — International Telemeter Corporation, controlled by Paramount, last week filed a petition with the FCC asking for an extension of the May 9 deadline for filing of comments on toll-TV until June 9. It was granted.

The Telemeter petition also asked that the rebuttal date be set back from June 9 to July 11. It was expected that a flood of petitions for extension would be received by the FCC, now that Paramount had broken the ice.

International Telemeter, 80 per cent owned by Paramount, has no petition pending before the FCC at this time.

Meanwhile, Zenith announced that it would be willing to accept a weekly limitation on the number of hours of toll-TV programming. Zenith general counsel Joseph S. Wright said that "we are so sure that toll-TV would not affect sponsored television that we are perfectly willing to suggest to the FCC, so there will be no possible doubt about it, that a limit which ought to be between 10 and 15 hours a week maximum, should be placed on toll-TV broadcasting by any one station."

This is the first suggestion that has been made about a time limit being placed on toll-TV broadcasting. Skiatron TV Corporation earlier proposed on behalf of its Subscriber-Vision that toll-TV broadcasts be limited to UHF stations.

Sam Israel Dies

HOLLYWOOD—Sam Israel, 55, Universal-International studio publicity director, died of a heart attack last week at his home. He had suffered a previous seizure over a year ago but had recovered and returned to his studio post and was at his desk the day before the fatal attack.

Israel, a newspaper reporter and editor in Los Angeles, New York, Omaha, and Des Moines before entering the motion picture field, was named publicity director at U-I in February, 1953. He previously had served nearly two years as assistant publicity director and prior to that had been publicity director, Eagle-Lion Studios, and special publicity consultant for Darryl F. Zanuck at 20th-Fox.

At the time of his death, he was serving as chairman, Studio Publicity Directors' Committee, and was a member of the board of governors, Academy of Motion Picture Arts and Sciences.

Israel is survived by his widow, a daughter, a step-daughter, and four sisters.

Pickford Awarded $15,000

HOLLYWOOD—Superior Court Judge Paul Nourse ruled last week that Samuel Goldwyn could not recover against Mary Pickford money that he spent to maintain their jointly owned studio property, except for $819 spent for utilities.

Pickford sued for $115,000 for not maintaining studio property, and the court awarded her $15,000 for repairs Goldwyn had neglected to make.

O'Shea, Owen Will Head Paramount Domestic Sales

NEW YORK—Paramount's domestic sales organization top echelon realignment was announced last week by George Weltner, in charge of the company's world-wide sales operations, in order to provide the greatest possible service to theatres exhibiting Paramount pictures.

Under the new sales structure, E. K. (Ted) O'Shea will be in charge of the eastern United States, with Hugh Owen in charge of the western United States. Weltner stated that Owen had been elected a vice-president of the Paramount Film Distributing Corporation. O'Shea has been a vice-president since Jan. 1, 1950. Sidney G. Deneau becomes assistant to O'Shea, and E. A. Fitter, Jr., has been named to assist Owen.

Robert J. Rubin has been assigned a top administrative post in the domestic distribution organization, and was elected a vice-president of Paramount Film Distributing Corporation.

Daff Sees 3-D Market

NEW YORK—The success being enjoyed in its early engagements by Universal-International's 3-D production, "Revenge Of The Creature," has convinced the company that 3-D still has considerable public interest if subject matter is properly considered and a limited diet of 3-D fare provided, it was stated last week by Alfred E. Daff, executive vice-president. U-I is presently considering several properties for production in 3-D, it was disclosed.

"As long as showmanship values are incorporated into our pictures and in the selling of them, there will continue to be a market for every type of film," Daff declared. From the start exhibitors were given their choice as to whether they wanted to play the 3-D or standard version of "Revenge Of The Creature." The fact that the majority of playdates so far have been in 3-D again proves there is a market for all types of presentation, Daff pointed out.

Republic Dissidents To Act

NEW YORK—The Republic Pictures Stockholders Protective Committee last week informed the Securities and Exchange Commission of its intention to investigate the stewardship of Republic President Herbert J. Yates.

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SECTION TWO

THE SERVISECTION SS-1—SS-8

Leaders Of Both Groups Invite Company Presidents To Top Level Meeting In New York On May 24

CHICAGO—A committee from the Theatre Owners of America composed of E. D. Martin, Walter Reade, Jr., Alfred Starr, and Myron Blank met last week in Chicago with a committee from National Allied composed of Rube Shor, Ben Marcus, Ben Berger, and Jack Kirsch to discuss the state of exhibition and the industry conference. This was the first meeting that has ever been held between Allied and TOA leaders on exhibition problems.

This joint Allied-TOA committee has wired invitations to the presidents of all film companies to a top level industry conference May 24 in New York to discuss and act upon the pressing and acute problems of exhibition.

The joint committee issued a statement that it felt strongly the "immediate need of this conference among these men of good faith in an effort to improve the relationship between the film companies and their customers to the mutual benefit of both." It also expressed its "firm belief that the industry conference as called is of the greatest importance to the industry and should be given top priority," and concluded that they expected that the film company presidents would "recognize the seriousness of the conference and would attend and cooperate."

A bulletin issued by TOA on the joint Allied-TOA meeting said that there was "complete agreement and unanimity of thinking that film and sales policies were exhibitor's number one problem" and that every effort must be made to obtain relief from their present suppressed position.

This bulletin expressed great faith in the industry conference and pledged that TOA would make "every sincere and honest effort to work for industry harmony and successful solutions to exhibition's problems. Short of this, the officers and directors of TOA will seek relief through any other means necessary."

Wage Extension Favored

WASHINGTON—Senate Labor Subcommittee hearings last week heard Secretary of Labor Mitchell urge the extension of the federal minimum wage law to theatres that are part of interstate chains.

Mitchell, first witness called on the administration's plan to raise the minimum wage to 90 cents an hour, said that only theatres that are parts of interstate chains would be affected. At present, no theatres are covered by the law.

Mitchell indicated that the administration is more interested in having the minimum raised, than in expanding the coverage of the law, although he did state that the committee might wish to extend coverage to all firms engaged in interstate commerce and who have employes not now covered by the act. This might affect certain distribution employes, although most are already covered.

Lichtman Insists On Arbitration Agreement Before Any Conference

HOLLYWOOD—Al Lichtman, director of distribution, 20th-Fox, last week stated that "it would serve no purpose" to call a round table discussion before the arbitration question is settled, and that "film rentals of the various distributors is not a subject for discussion at such a public meeting."

Lichtman's statement followed the recent action of TOA in joining Allied in its call for a round table discussion now in which film rentals should definitely be on the top of the agenda, and was worded as an answer to TOA president E. D. Martin's statement reversing the exhibitor organization's stand on the matter.

Lichtman stated that Martin's remarks, "caused me great personal distress. Vicious attacks on producers and distributors and dire threats of one kind of action or another cannot create the kind of atmosphere in which an intelligent, fair minded, open discussion of matters of industry concern can take place." Lichtman also stated that "no company can participate in a discussion of its film rentals and its sales policies in the presence of other distributors." The responsibility for production, sales and film rental policies must remain the responsibility of each particular company, he said.

Lichtman concluded that until "complete understanding" is reached on what matters can be discussed at a round table industry conference, and the atmosphere is cleared of "name-calling, vituperation, and threat, I must sadly conclude that it would serve no purpose to call such a conference." He then urged further efforts to complete the arbitration plan.

The reaction of exhibitors to the statement was immediate. Walter Reade, Jr., TOA board chairman, charged Lichtman with seeking to make the conference conditional on obtaining an arbitration system "satisfactory to distribution," while other TOA officials felt that Lichtman's statement "practically forces" exhibition to break off negotiations on arbitration.

An official of National Allied commented, "Don't be surprised if TOA now joins us in the proposed move to seek government redress." One official of TOA, who declined the use of his name, asked if TOA would join Allied in seeking government redress, referred to the phrase in Martin's statement saying that unless conditions in the industry are corrected, exhibitors will be forced into "desperate acts." The same TOA official answered Lichtman's statement that "no company can participate in the discussion of its film rentals in the presence of other distributors" by asking why distributors have not suggested "individual meetings with exhibitor organizations?"

Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, expressed his opinion as being strongly opposed to "any move seeking redress of exhibitor grievances by going to the government." Goldenson, who is also a leader of TOA, was asked what TOA's next move would be, but he refused to comment, explaining that such a question is an organizational one.

Arbitration Stalemate Laid To Three Disputed Issues

NEW YORK—With no date set for a new meeting, it was learned last week that three points of the proposed arbitration plan are still under dispute, and the feeling is in exhibitor circles that unless distribution gives in, the present stalemate will remain unbroken.

The three points in dispute are said to concern financing, pre-releases, and damages. Indications are that the committee of sales managers that would take up the remaining issues will not meet until the return of Al Lichtman, 20th-Fox distribution director, and perhaps A. Montague, Columbia vice-president of sales. Lichtman has been in Palm Springs recovering from an illness and is not expected back for two or three weeks.

AB-PT Earnings Doubled

NEW YORK — Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., reported last week that estimated net operating profit for the 1955 first quarter was almost double the earnings for the same quarter last year, $1,917,000 or 45 cents per share as compared with $1,039,000 or 23 cents per share in 1954. Goldenson said the increase in earnings reflected substantial improvement for both theatre operations and the American Broadcasting Company Division.

With capital gains of $33,000 as against $77,000 last year, consolidated earnings were $1,950,000 or 46 cents per share as compared with $1,110,000 or 25 cents per share common.

Goldenson said that the favorable trend in theatre business since mid-1954 has continued through the first quarter. While the number of good pictures for the second quarter appears limited, a more favorable level of business is anticipated than in the same period last year when pictures were in extremely short supply.

ABC earnings are running well ahead of last year showing the benefits of improved programming, Goldenson reported. The board has nominated Sidney M. Markley as a director to fill the vacancy created by the death of Herbert J. Schwartz.

Blum Heads MPEA Group

NEW YORK—David Blum, director of publicity, Loew's International, last week was elected chairman, International Film Relations Committee, Motion Picture Export Association. He succeeds Leslie F. Whelan, 20th-Fox.

E. D. Martin, whose "call to action" statement was the occasion of Lichtman's release, said that "nothing in Lichtman's reply call for any revision in the TOA statement or position. Meanwhile Herman M. Levy, general counsel, TOA, gave assurance that TOA was prepared to "go forward" with arbitration negotiations, which "are definitely not dead."

Austin C. Keough Dies; Was Paramount Exec.

NEW YORK—Austin C. Keough, 67, a vice-president, secretary, and a member of the board, Paramount, died last week at New York Hospital. Keough, who had been with Paramount since 1919, was educated at Brooklyn public schools, Dartmouth College and Columbia University, which awarded him his Bachelor of Laws degree in 1914. A World War I veteran, Keough resided all his life in Brooklyn until very recently when he moved with Mrs. Keough to the Garden City Hotel, Garden City, L. I.

Barney Balaban, president, Paramount, issued the following statement:

"Austin Keough, through almost 40 years, had been as much a part of Paramount as the company's trade mark. Side by side with pioneer Adolph Zukor he had given the company spirit, integrity, strength. Those who worked with him—and over the decades their numbers had been legion—found him a tower of strength, a pillar of wisdom, a man of great faith, and deep religious convictions. In the field of motion picture law he had no peer. His legal work on behalf of the film industry's advancement was prodigious. His friends, as well as those who opposed him, had a profound and undeviating admiration for his ideals, his conviction and above all for his selflessness. Year in and year out he sacrificed his time, his health, his efforts for objectives he believed in full conscience could make this a better industry and a greater contribution to the American nation. The ideals of Austin Keough, great as they were for the motion picture industry, have left a glowing permanent imprint on the Paramount organization he loved and completely devoted himself to. Whilever Paramount endures, the name of Austin C. Keough—friend, adviser and beloved co-worker—will endure with it."

He joined the legal department of Famous Players-Lasky Corporation from which Paramount evolved, in 1919. In 1925 he was named general counsel, Publix Theatres Corporation, and in 1932 became secretary and general counsel and director, Paramount Publix Corporation.

With the reorganization of Paramount in January, 1950, Keough was named vice-president, secretary, and general counsel.

Immediate cause of death was heart failure. Keough is survived by his widow.

Conciliation Idea Spreads

NEW YORK—George Gaughan, TOA field representative, just returned from an 11-state trip for TOA, reported that other exhibitor organizations are considering following the lead of United Theatre Owners of Illinois in attempting to set up a local conciliation organization.

UTOI's plan is designed along the lines of an "interim relief" plan adopted by the Allied States Association board last February. If the exhibitor believes he has a grievance, he will submit the problem to the president in writing, and the president will appoint a committee of exhibitors, who will see if the complaint is warranted and then attempt to resolve the problem.

No Projection Standard Seen Near By Frayne

CHICAGO—Dr. John Frayne, president, Society of Motion Picture and Television Engineers, told the society's convention last week that no single standard could be set up for all the new types of projection.

Frayne claimed that it was too early to determine how many of the non-interchangeable systems would reach commercial success, but claimed that it was not the duty of the society to determine which would survive.

Dr. Frayne declared that the introduction of new techniques, such as VistaVision and the Todd-AO process, has been made possible largely by the adoption of additional and parallel standards, rather than by junking old and tried ones. He stated that as the technical ferment continues, and possibly accelerates, there will undoubtedly be a continuation for some time of multiple methods of presentation in the theatre, with different standards applying to the 400-seat neighborhood theatre, and the large drive-ins.

Charles H. Percy, president, Bell and Howell, who also spoke at the meeting, declared that the motion picture industry has a direct stake in the passage of President Eisenhower's liberal trade bill, which is now before Congress.

He claimed that passage of the bill will increase importing and exporting, which will permit freer convertibility of currency and benefit film companies with blocked funds in foreign countries.

A method of testing audience reaction while the audience is watching a picture and unaware of the test was revealed to the convention at the second session. The plan consists of taking infra-red motion pictures of the audience and screen at the same time.

Color television has not yet approached the leadership of motion pictures, Donald C. Fink, director of research, Philco, told the society. He stated that the advantage held by motion pictures is due to the fact that the manufacture of film and its processing are much more standardized than the corresponding process of signal generation and transmission in color television.

Nathan L. Halpern, president, Theatre Network Television, told the convention that the establishment of quality standards are necessary for the further growth of closed circuit TV.

Criticizing "recent arrivals in the field, who are leasing and operating inferior equipment," Halpern said that novelty and experimentation are no longer enough. "More and more, closed circuit TV is being judged by its performance on a practical and regular basis."

Recent developments in VistaVision and CinemaScope were also discussed.

Arbitration 'Buried Alive'—Arthur

NEW YORK—Harry C. Arthur, Jr., president, Southern California Theatre Owners Association, last week withdrew SCTOA's representation at the arbitration negotiations.

"If arbitration isn't dead, they buried it alive," he said. "They're churning up air like a windmill and nothing will come of it."

Silverstone Optimistic On Industry Business Affairs In Latin America



Stanley R. Weber was recently elected treasurer, Motion Picture Association of America.

B and K Earnings Rise

CHICAGO—David Wallerstein, president, Balaban and Katz, told the annual stockholders' meeting last week that earnings of the company had risen to $1,204,065 in 1954.

Wallerstein attributed the increase of $371,173 over 1953's figure of $832,892 to wide-screen and other technical improvements made during the past two years

Balaban and Katz sold the Colfax, South Bend, Ind., and the West, Galesburg, Ill., last year, and still has five houses to be disposed of to complete its divestiture program, it was revealed. The circuit has plans to expand when it is legally able to do so. All directors and officers of the company were re-elected.

Fulton Suit Filed

NEW YORK—Fulton Amusement Corporation filed suit for treble anti-trust damages of $300,000 against eight major distributors last week. It is charged that the defendants imposed unreasonable clearance in favor of the Fabian, Hoboken, and the DeWitt, Bayonne.

Cinerama To Enter Non-Theatrical Field

NEW YORK—The annual report to stockholders of Cinerama, Inc., revealed last week that the company has established a department to "produce or arrange for the production of industrial and government motion pictures in the Cinerama process."

Hazard E. Reeves, president, pointed out that the non-theatrical activities are outside the scope of the exclusive license to Stanley Warner covering theatrical films in Cinerama.

Net income of the company was rising in 1954, while in the last six months, ended Dec. 31, it was put at $115,551. Working capital improved by $396,591, due principally to non cash charges to income for amortization of development costs, and depreciation and obsolescence of fixed assets, and the extension of $150,000 due to Stanley Warner to July 3, 1965.

The annual meeting of stockholders will be held April 27 at the office of Reeves Sound Studies, Inc. Holders will vote on five directors and other issues.

NEW YORK—Murray Silverstone, president, 20th-Fox International Film Corporation, who recently returned from a two-months' trip through South and Central America, announced last week that he was pleased with the findings of his tour. Silverstone stated that he holds high hopes for Latin American industry expansion. He cited booking figures that show a 46 per cent increase on 20th-Fox pictures released in that part of the world during the first 15 weeks of the year. Broken down, the figures give South America a 59 per cent increase and Central America 33 per cent. In the first three weeks of the second quarter, 20th-Fox is running $1,000,000 ahead of corresponding weeks of last year. Silverstone attributes this rise mainly to the acceptance of CinemaScope.

Silverstone pointed out that Mexican industry representatives have invited President Spyros Skouras to come to their country so that he may assist them in their production of CinemaScope pictures. Skouras will probably accept the invitation. In reference to Mexico, Silverstone stated that he considered that country far ahead of any other, with the exception of Italy, in the construction of new theatres. The Sonore, Mexico City, owned by General Alberto Rodriguez, former president of his country, has an 82-foot screen.

The Argentina scene also reveals a growing acceptance of CinemaScope. Major Argentine producer Cesar Amadori is attempting to negotiate a deal with 20th-Fox which will enable him to obtain lenses and technical equipment for the production of two CinemaScope films. The exhibition end of the Argentine industry also seems vigorous, an example given being "The Robe," which has played a 54-week run at the Broadway, Buenos Aires.

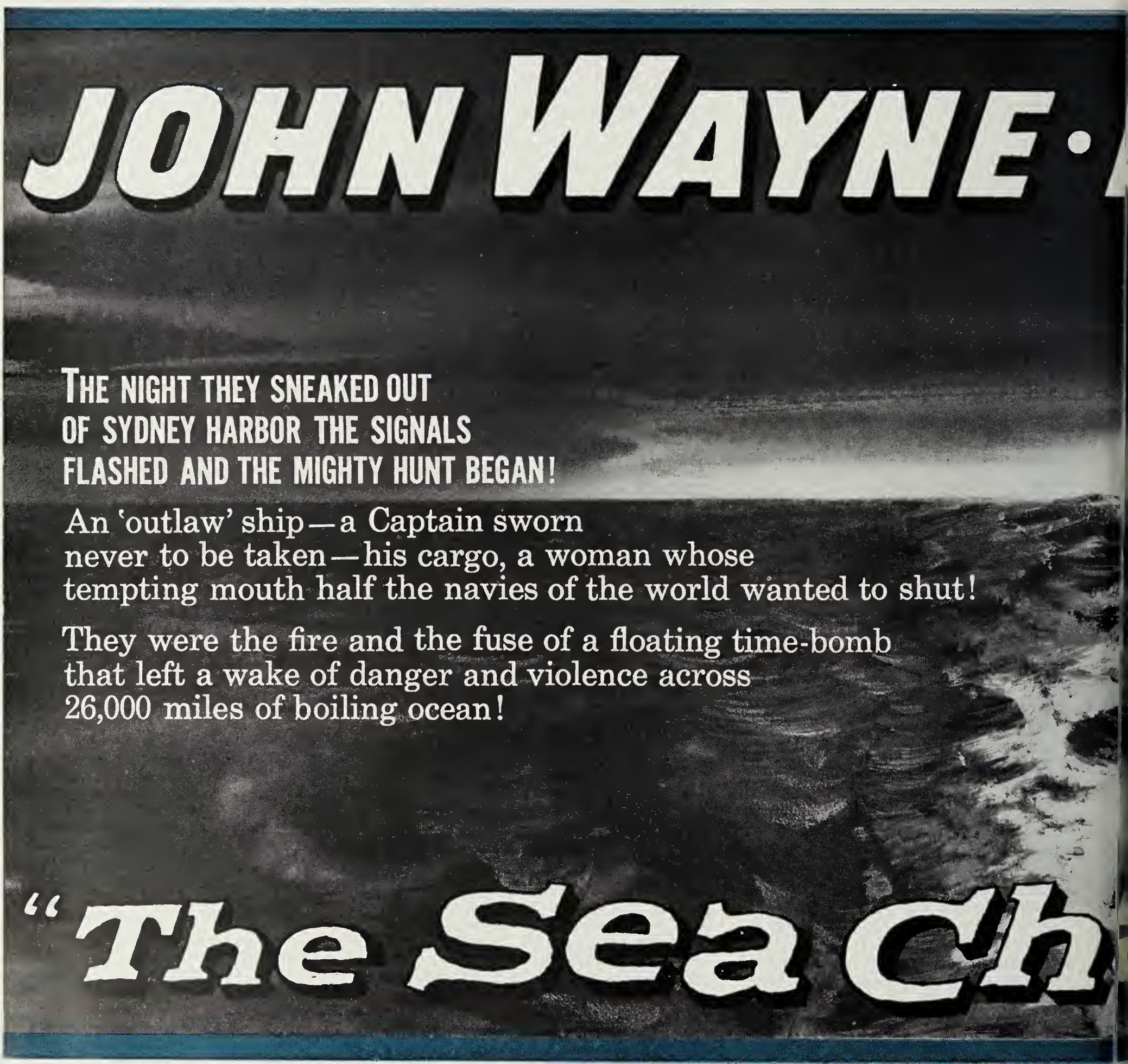
In Brazil, the swing towards stereophonic sound has taken hold, the Brazilian government helping it along by allowing theatres with stereophonic sound to raise their admission prices as much as 80 per cent. 20th-Fox has a long term distribution deal with Brazil's Riberio Circuit, which includes 110 theatres.

Silverstone emphasized the importance of Latin America to the industry by pointing out that most companies cannot exist without the revenue from film exports and Latin America contributes 22 per cent of the foreign gross. Silverstone also stated that Latin American film production would help to open up more theatres and boost attendance in that part of the world. He pointed out that American films could not possibly be shown in certain Central and South American theatres because of the language barriers, in musicals, especially.

N. Y. Tax Collection

NEW YORK—New York City collected $2,041,152 in amusement tax revenue for the third quarter, $1,066,857 of which came from film theatres, it was announced last week. The total does not include the "breakage" being withheld by theatre plaintiffs.

THIS IS THE ATTRACTION SELECTED
SOUTHEASTERN MOVIE FESTIVAL
LAUNCH IT WITH A MIGHTY MASS-
IN TENNESSEE, ALABAMA, GEORGIA



CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

ALSO STARRING DAV

WITH JAMES ARNESS · RICHARD DAVALOS · Screen Play by JAMES WARNER BELLAH and JOHN TWIST DIRECTED B

INAUGURATE THE GALA
VARNER BROS. WILL
OKING IN OVER 300 HOUSES
LORIDA, STARTING MAY 12!



RRAR · LYLE BETTGER · TAB HUNTER
HN FARROW



Another great role for that 'Battle Cry' guy!

The International Scene.....

Canada

Sharp Decline Noted In Theatre Quantity

TORONTO—Latest indication of the declining motion picture business in this country is the revelation that there are 112 darkened theatres in the country, with 67 having closed in the past 12 months.

Clarke J. Appel, executive director, Canadian Motion Picture Distributors Association, in revealing the figures, points out that the figure doesn't include those theatres which have disappeared from the industry through conversion to other businesses. Rather, these are the houses which are available for reopening should the business warrant it.

The Montreal area, often considered the most underseated area of the country, was the hardest hit with 40 shuttered houses. Toronto, always known to have more theatres than logically could be absorbed, was next with 32 houses with the padlock.

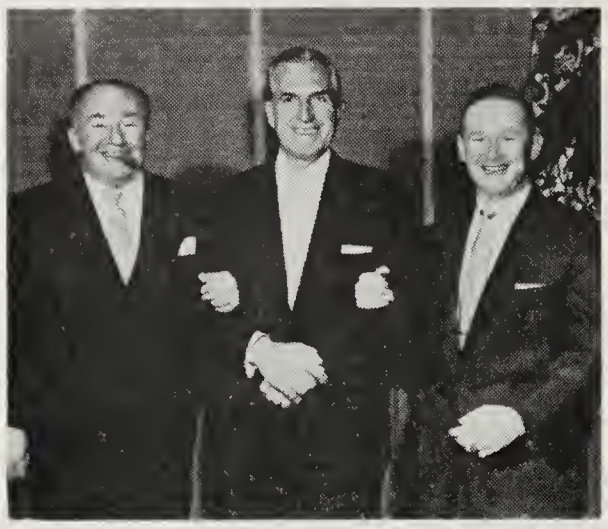
Winnipeg has 18 closed houses, while Calgary has 10, Vancouver six, and Maritimes six. From Appel's summary it can be gathered that there has been a drop of 24,240 chairs and 54 theatres across the country. This is found by a comparison of the number of four-wall theatres listed in the CMPDA directory. The theatre figures include 30 new situations, yet there are 976,080 chairs compared with 1,000,329 in the previous 12 months.

Theatres playing English-language pictures exclusively showed a marked decline in number. This fell to 88 in the current report from 194 in the previous one. The all-French houses showed a gain of 38 to reach 160, and those playing both English- and French-language films increased by 47 to 170. There is also one theatre devoted exclusively to legitimate drama and one altered to show Cinerama.

The drive-in summary shows 228 as of April 1, including those under construction, with a total car capacity of 92,770 Also listed were six drive-ins permanently closed and two that had been dismantled.

Canadian Comment

Reports indicate a great amount of interest in the Communion Breakfasts held in Saint John and in Hamilton. Despite inclement weather, some 75 members of the entertainment industry turned out for Mass and breakfast in Saint John. Those in Saint John attended a special mass in St. Peter's Church celebrated at the Shrine of Our Mother of Perpetual Help by Reverend Clair F. Johnson, C.S.S.R., and received Holy Communion in a body. Later, the group gathered at the Admiral Beatty Hotel where Father Johnson addressed them. He stressed the importance of the entertainment industry and the good they could accomplish by working together. In Hamilton, 60 members of showbusiness attended the second annual Communion Breakfast following



John Schlesinger, right, chairman, Schlesinger Organization of South Africa, and Dick Harmel, right, director of the Organization, were visitors recently to the U-I studios. They are seen with Alfred E. Daff, executive vice-president, U-I. The Schlesinger Organization subsidiary, African Consolidated Films, distributes U-I films in South Africa.

Celebration of Mass in the Cathedral of Christ the King. A feature of the breakfast was the screening of "The Queen's People," a religious picture made in Hamilton. Director of Catholic Charities in the Diocese, Reverend T. P. Brennan, was speaker, while chairman was Steve R. McManus, Odeon district supervisor.

A spring blizzard in eastern Canada delayed the opening of a number of the drive-ins, although some managed to keep operating despite old man weather. The day after the Twilite, a Joe Dydzak unit, opened at London, the snow drifts closed the ozoner in, with the result it was able to announce it would open "as soon as weather permits." However, a week later, the "Now Open" sign was placed up. The opening of the St. Thomas operation was also delayed by the weather because a large portion of the screen was blown down along with other storm damage.

The Canadian District won the recent sales incentive drive in the domestic market (Canada and the USA) of RKO, with sales executives of the company all across the country receiving cash prizes along with Jack Labow, general manager. Canadian branches cleaned up the prize list,



United Artists president Arthur B. Krim, far right, recently chatted with producer-director Robert Rossen, second from left, star Richard Burton, far left, and Burton's agent at El Molar, Spanish village, where sequences for "Alexander The Great" were being filmed.

with Saint John, Calgary, and Montreal, in that order, managed respectively by Ken Snelgrove, Art Elliott, and Henry Cohen. . . . Four pages of cooperative advertising in support of a Spring Festival of Hits was obtained by Frank Reid, manager, Centre, Chatham, and Harry Wilson, manager, Capitol, in the same city. Thirty-one merchants advertised in the layout in The Chatham Daily News.

CINE CHATTER: The Women of the Motion Picture Industry held their charter dinner in the Yellow Room of the King Edward Hotel, Toronto, with J. J. Fitzgibbons, president, Famous Players, as their guest speaker. . . . A special costume worn by Amanda Blake in MGM's "The Glass Slipper" was worn at the newspapermen's ball in Toronto by the queen of last year's ball in a stunt arranged by Chet Friedman, MGM. Although the dress cost $350, the duty on it came to $138. . . . A special screening of "Assignment Children," the UNICEF picture made by Danny Kaye, was held for members of the Canadian Parliament in Ottawa. Credit was paid Paramount and Ray Tubman, manager, Capitol, Ottawa, by Paul Martin, Minister of Health and Welfare, in thanking both for arranging the screening. . . . Tabulation of TV sets in Canada by the Radio and TV Manufacturers' Association shows 1,321,025 sets in use, with sales during February of over 55,000. Greatest concentration of sets is in Ontario, where there are the most TV stations in operation. . . . Richard Newman, critic, London Free Press, is touring Europe, writing news of the British film industry and activities at the Cannes Film Festival. While in England, Newman will be married. . . . Jack Chisholm, who is returning to Toronto to handle Ontario sales for Associated Screen News, will also look after the company's public relations program. Ronald Doherty, formerly with All-Canada Television's sales promotion office, will assist Chisholm in his new duties. . . . Rothstein Theatres, Ltd., Winnipeg, signed a contract for service covering six theatres, with Dominion Sound Equipments, Ltd. . . . With the George Formby tour in the offing in support of the Variety Club's Heart Fund, trailers are being prepared in behalf of the tour by Associated Screen News. This is Formby's second tour in behalf of the fund, with Toronto, Montreal, Ottawa, Kitchener, Galt, Guelph, Hamilton, Brantford, St. Catharines, and London included in the tour. . . . A cut in corporation tax in Canada will benefit the country's theatre corporations. If applicable in 1954, Famous Players would have been able to keep an additional $100,000. . . . Gerald Pratley is tracing the history of the musical film since the advent of sound over the CBC Trans Canada network, with Hollywood films providing the basis of his discussions. . . . Two cameramen who recently resigned from the Associated Screen News have made new connections. Doug Skene joined Davart Productions, Ltd., Toronto, while Bob Brooks resigned from ASN in Montreal to join a subsidiary of Foster Advertising Agency. . . . As well as being manager of the Norgan, Palmerton, Ont., Sam Berman was also named publicity director for the local board of trade. . . . RKO purchased two shorts from the NFB,

(*Continued on page* 17)

Konecoff

(*Continued from page 8*)

The balance of the million will take in radio and TV, co-op. ads, agency fees, etc.

Tentative budgets on other pix have been set, but these can be expanded if necessary. Named were "Summertime," "Night Of The Hunter," "Gentlemen Marry Brunettes," and "The Kentuckian," all of which have $500,000 pencilled in.

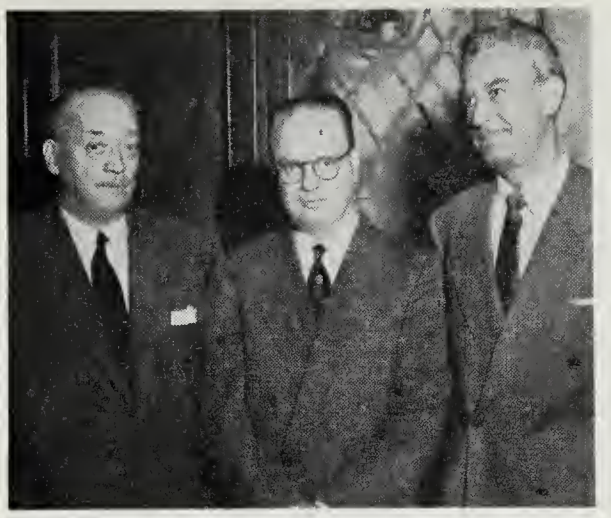
PRESIDENTS COME AND GO: A record turnout of 375 industryites was on hand last week at the Hotel Astor to attend the installation of new officers of Cinema Lodge as well as to honor retiring president Burton E. Robbins. The large attendance was termed a tribute to both the incoming and outgoing slates of officers.

Chairman Robert Benjamin, United Artists board chairman, introduced Al Schwalberg, past president, who paid tribute to the fine job done by Robbins in his two terms of office and presented him with a suitcase as a memento from the Lodge and his fellow officers.

Robbins labeled his experience in the position as wonderful and enrichening and thanked all for the wonderful cooperation during his term of office. He felt sure that new president, Max E. Youngstein, would guide the organization to new heights.

William I. Siegel, assistant district attorney for Kings County and past president of the Metropolitan Council, was principal speaker and installing officer.

After Youngstein took his oath of office, he remarked that the last time he took an oath, it cost his company $500,000 in anti-trust suits. A few other Youngstein remarks as he took his coat off, a custom when addressing any audience of any size, are: He would like his present in advance; he berated Benjamin for telling jokes bewailing that at this rate there would be no straight men left in the industry at all; he applauded Robbins for a job well done, which influenced his acceptance of the office; he will be no letter-head president but will take an active part in making this year the best in the Lodge's history with the cooperation of all; he believed the Lodge and its aims can do a great job for the industry as a whole.



Involved in Paramount's recent re-alignment of its domestic sales organization were, left to right, E. K. (Ted) O'Shea, who now will be in charge of the eastern United States; George Weltner, in charge of the company's world wide sales operations; and Hugh Owen, who will be in charge of the western United States. Owen has been elected a vice-president, Paramount Film Distributing Corporation. O'Shea has been a vice-president since 1950.

Aboard the dais were Leslie Schwartz, Russell Downing, Martin Levine, Sam Rinzler, Robert Weitman, Sam Rosen, Harry Brandt, Barney Balaban, Burton Robbins, William Siegel, Robert Benjamin, Youngstein, Al Schwalberg, Leonard Goldenson, Eugene Picker, Sol Schwartz, Fred Schwartz, George Dembow, Emanuel Frisch, William Heineman, Arnold Picker, Morey Goldstein, William German, Sol Strausberg.

Personal Note: Referring to the aforementioned Burton Robbins, we wish both him and George Dembow well in their new posts of vice-president in charge of sales and president, National Screen Service.

Personal Note 2: Hello, Monty Salmon, wherever you are.

THE METROPOLITAN SCENE: Ban Babb, Selznick ad-pub head, is teeing off on the future re-release of "Tom Sawyer" via golf tees that fall in the unusual class. It's almost a shame to hit 'em. . . . Columbia is calling attention to its forthcoming "Five Against The House" via miniature slot machines, an apt reminder, with the remark, "You're Sure To Win When You Play 'Five Against The House' From Columbia." . . . The April issue of Air Force has a healthy plug for "Strategic Air Command" with illustrations. . . . An attention-getting four-page mailing piece is out on Kim Novak in a variety of poses also plugging "Five Against The House."

Cohen Gets New Pact

NEW YORK—Warners announced last week the signing of Wolfe Cohen, president, Warners International Corporation, to a new five-year contract. Cohen joined Warners 30 years ago in Canada as branch manager in St. John, became Canadian district manager in 1936, and in 1944 came to the home office to take charge of the company's offices in Latin America and the Far East. In 1948, Cohen was elevated to president, Warner International, with supervision over the company's foreign activities.



"Great Debate" On Toll-TV Carries Across Nation As FCC Considers

WASHINGTON—Alfred Starr, co-chairman, Committee Against Pay-As-You-See TV, and Millard Faught, economic consultant to the Zenith Radio Corporation, last week debated the future effect of toll-TV if it is approved by the FCC, before an audience of 250 Washington correspondents at the National Press Club dinner.

Starr claimed that it would cost $1,000,000,000 dollars at $30 a set to install coin boxes or other devices on the sets now in use, and also claimed that toll-TV would ultimately drive free TV off the air.

Faught argued that toll-TV would bring to the public top-notch entertainment that is not now available, and also claimed that toll-TV would also help theatre owners by making it necessary to make many more feature films, which would then be released to theatres as well as to the TV audience.

Starr stated that the owners of toll-TV would be able to outbid all the other broadcasters for top shows and talent, which would naturally be sold to the highest bidder, and that therefore toll-TV would soon obtain a monopoly of the best shows that are now being seen free. He pointed out that when a channel is being used to show toll-TV, it cannot be used for another program, and in one channel situations, this means pay or no TV.

Faught denied that people would stay at home, glued to their television sets, and claimed that theatremen could exploit their wide-screens, crowd showmanship, outdoor drive-ins, and other non-home pleasures to make the threat of toll-TV a transitory hazard.

Rembusch Attacks In Windy City

CHICAGO—Trueman T. Rembusch, co-chairman, Organizations for Free Television, and Joseph S. Wright, general counsel, Zenith Radio Corporation, last week continued the great debate on toll-TV over Station WGN and the Don Lee Mutual Networks.

Clashing on Northwestern University's Reviewing Stand forum, with James H. McBurney, dean of Northwestern's School of Speech as moderator, the pro and con sides get thorough airing before the public.

Rembusch charged Zenith with "asking the FCC to throw the whole philosophy of broadcasting out the window, and when complete chaos results, you will say to the FCC, put things back together again." He answered arguments that first nights of Broadway plays could be put on toll-TV by saying that "most such plays are unsuitable for home consumption and would run afoul of FCC regulations regarding profanity." He said that what "sophisticated New York audiences find entertaining and amusing would have an entirely different impact in my home state of Indiana, for instance."

Wright linked pay-as-you-see TV with theatre television, but Rembusch pointed out that theatre TV uses coaxial cables and cannot black out any programs on the home TV dial, and charged that Zenith wished to have the public finance its decoder manufacturing business.

Rembusch said that he welcomed the support of the National Association of Radio and Television Broadcasters, and Wright charged that the recent resolution of the board of directors of NARTB was a "rigged proposition engineered by network representation on the board."

Levy Raps Broadcasters For Opposing Toll-TV

NEW YORK—Arthur Levy, president, Skiatron Electronics and Television Company, last week said that the recent resolution of the National Association of Radio and Television Broadcasters which hit at toll-TV was "the voice of the entrenched interests crying out for the status quo while refusing to consider the public interest."

Accusing the NARTB of "shirking one of its primary responsibilities, that of serving the public by bringing it the best entertainment to be had," Levy stated that "subscription television will come whether the NARTB likes it or not."

Levy claimed that toll-TV, when it comes, would be "a supplementary service," designed solely to bring the viewer the type and quality of TV program that he cannot get, and never will get, under present circumstances."

Levy claimed that the public overwhelmingly favors toll-TV, and that NARTB cannot afford to ignore this.

Nickelodeon To Be Honored

PITTSBURGH—Pittsburgh will be the hub of the nation-wide celebration of the golden anniversary of the Nickelodeon. Governor Leader is expected to proclaim June 1-8 as the Nickelodeon anniversary week, and Mayer David L. Lawrence and his entire official family; Allegheny County Commissioners John J. Kane, Harry Fowler, and John M. Walker; the Western Pennsylvania Historical Society; and the Variety Club are all cooperating in area plans for the observance.

UA World-Wide Sales Meetings Launched

NEW YORK—United Artists' first world-wide series of foreign sales meetings will be launched in London on May 3 in a seven-day session bringing together more than 150 UA executives and representatives from 20 countries in Europe, the Near East and South Africa, it was announced last week by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

The London meetings, which will be presided over by Picker, will be followed by international conclaves in Tokyo in July and Rio De Janeiro in September.

UA distribution chiefs from the Far East, India, and Australia are slated to meet in Japan. The Rio convention will assemble key sales personnel from Latin America.

Max E. Youngstein, vice-president, will join Picker in the British capital.

Charles Smadja, vice-president in charge of European production, and Louis Lober, general manager, foreign department, will also participate.

Overseas regional heads attending include Mo Rothman and Walter Gray, Continental division; Montague C. Morton, managing director, Great Britain; Georges Rouvier, managing director, France; and various branch and regional heads.

Dinner Sponsors Set

NEW YORK—William J. German, chief barker, Variety Club of New York, Tent 35, and general dinner chairman for the Second Annual Heart Award Dinner announced last week the following sponsoring committee for the dinner, Charles A. Alicoate, Herbert Aller, Walter Branson, Alfred E. Daff, Steve Edwards, S. Charles Einfeld, Charles J. Feldman, Emanuel Frisch, Maurice R. Goldstein, Albert G. Gorson, Saul Jeffee, Harry M. Kalmine, Paul N. Lazarus, Jr., Jack H. Levin, Mrs. Charles E. Lewis, Al Lichtman, Sidney B. Lust, Abraham Montague, James A. Mulvey, Louis Nizer, John J. O'Connor, Eugene D. Picker, Martin Quigley, Charles M. Reagan, Samuel Rinzler, J. Robert Rubin, Alfred W. Schwalberg, Gerald Shea, Ben Shlyen, Joseph Spray, Morton Sunshine, S. J. Switow, Douglas T. Yates.

The dinner will be held in the Grand Ballroom of the Hotel Waldorf Astoria on May 2 to honor Richard Walsh.

This Was The Week When.....

RKO planned to send Michael Ray, 10-year-old star of "The Boy And The Bull," on a tour of the United States, along with the two bulls featured in the production. . . . U-I announced the selection of Steve Allen to play the title role in "The Benny Goodman Story." . . . Warners' "The Sea Chase" was picked to launch the four-state Southeastern Movie Festival. . . . Louis de Rochemont announced the obtaining of United States and Canadian distribution rights to "The Great Adventure," Arne Sucksdorff's first feature-length film.

The March of Dimes picked 20th-Fox's "Daddy Long Legs" to premiere at the Roxy on May 5, all benefits to go to aiding the polio fight. . . . Benedict Bogeaus Productions, Inc., completed re-negotiation of its contract with Superscope, Inc. . . . "Hiroshima," Japanese produced winner of the Venice Film Festival, will premiere at the Baronet in May. . . . William Mishkin bought the United States rights to "Ziki Zula." . . . Paramount announced that seven more theatres will open with horizontal VistaVision in the next month.

In The Newsreels

IN ALL FIVE:

Princeton, N. J.: Albert Einstein dies. Washington: "Speaker Sam" Rayburn honored at dinner.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 34) Augusta, Ga.: President Eisenhower on work-play vacation. Indonesia: Afro-Asian parley. Huntsville, Ala.: German scientists become U.S. citizens. Beaumont, Tex.: Betty Jameson tops in Babe Zaharias open. Germany: Bicycle soccer. France: Fencing. Algiers, North Africa: Equestrian show.

NEWS OF THE DAY (Vol. XXVI, No. 268) Huntsville, Ala.: German scientists become U.S. citizens. Germany: Help for the lonely hearts. Palisades Park, N. J.: The globe of death. San Francisco: Cockell in training. Germany: Bicycle soccer.

PARAMOUNT NEWS (No. 71). Singapore: Elections. Florida Keys, Fla.: A dog with a porpoise. San Francisco: Cockell in training. Detroit: Detroit wins Stanley Cup.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 666) Indonesia: Afro-Asian parley. California: Kids get Salk vaccine. Austria: Chancellor Raab home from Moscow talks. Beaumont, Tex.: Betty Jameson tops in Babe Zaharias open. San Francisco: Cockell in training. Palisades Park, N. J.: The globe of death.

WARNER PATHE NEWS (Vol. 26, No. 73) Austria: Chancellor Raab home from Moscow talks. Japan: Osaka workers riot. Augusta, Ga.: President Eisenhower on work-play vacation. India: Egypt's Nasser visits New Delhi. New York: Fashion ball for charity. Florida Keys, Fla.: A dog with a porpoise. Detroit: Detroit wins Stanley Cup.

IN ALL FIVE:

Ann Arbor, Mich.: Salk polio vaccine conquers polio.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 33) U.S.S.R.: Austria-U.S.S.R. reach agreement. Charleston, S. C.: The Citadel honors President Eisenhower. New York City: Vyvyan Donner's hat fashions. Germany: Gymnasts. England: Road race smashing success.

NEWS OF THE DAY (Vol. XXVI, No. 267) See in all five.

PARAMOUNT NEWS (No. 70) See in all five.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 665) Charleston, S. C.: The Citadel honors President Eisenhower. Kansas City: "Athletics" put city in big leagues. Germany: Gymnasts.

WARNER PATHE NEWS (Vol. 26, No. 72) Charleston, S. C.: The Citadel honors President Eisenhower. India: New U.S. envoy takes post at New Delhi. Kansas City: "Athletics" put city in big leagues.

Stork Note

NEW YORK—A son, George Skouras Sweeny, was born to Mrs. Thana Sweeny, Jr., last fortnight at the New York Lying-In Hospital.

Mrs. Sweeny is the wife of Martin Sweeny, Jr., and the daughter of George P. Skouras, president, United Artists Theatre Circuit, Inc., and Magna Theatre Corporation.



Four new officers of Variety Club Tent 25 Auxiliary are seen as they discuss plans for assiting the Los Angeles Tent play host to the Variety Clubs International convention opening on May 4. Left to right are Mrs. Fred Stein, Mrs. W. H. Lollier, Mrs. Ezra Stern, and Mrs. Morton Scott, Auxiliary president.

Film Councils Urged To Support Exhibitors

CHICAGO—Arthur H. De Bra, MPAA community relations director, last week urged the delegates to the first annual conference of the Federation of Motion Picture Councils to work out plans for specific picture support at local levels with local exhibitors.

He said that Council support will be effective because their membership is part of the group that the industry must bring back, and that they can set the fashion of moviegoing which crowds will follow.

De Bra went on to say that the end of censorship gives the councils more opportunity as well as responsibility, and said that "you will find exhibitors more willing to cooperate with you."

Sid Blumenstock, advertising manager, Paramount, said that advertising is often on a lower moral level than the picture it represents. He noted that advertising men are extremely sensitive to what will bring people into a theatre, and suggested that the councils determine the responsibility of the local exhibitor for objectionable advertising before attacking the studio that made the picture.

Herbert Heads Writers

HOLLYWOOD — The Writers Guild of America, East and West, last week elected F. Hugh Herbert as their first national chairman, with duties to coordinate the activities of the two organizations during his two-year term of office.

THE CONQUEST OF POLIO

With Doctor Jonas Salk's system for fighting polio winning acclaim nationwide, theatre owners who cooperated in The March of Dimes theatre collections can feel proud of their part in the public service which made the work of the National Foundation of Infantile Paralysis possible.

Although all-industry theatre collections were discontinued, many exhibitors, acting individually, did their share in pushing March of Dimes quotas over the top via audience appeals in their theatres.

—JAY EMANUEL.

The International Scene

(*Continued from page 14*)

"Here's Hockey" and "Bush Doctor." . . . A joint participation with Americans is being set up for Canadians in Buffalo when another of MGM's Ticket-Selling Workshops will be held at the Statler Hotel. Some 30 Canadians are expected to make the trek. . . . MGM moved its headquarters recently from the Film Exchange Building on Victoria Street, Toronto, a block away, to its own building, a two-story structure. . . . S. Stone sold his interest in the 350-seat four-day Eston, Eston, Sask., to Floyd and Edward Johnson. . . . In its expansion, Meridian Productions Corporation, Ldt., has taken on Gordon G. Fraser to its sales staff, formerly of Rapid Grip and Batten.

—HARRY ALLEN, JR.

England

Recent decisions of the British Board of Film Censors led to the formation of a committee by the British Film Producers Association to consider complaints by its members. British producers ordinarily submit scripts to the censor board before production, but a feeling exists that censors are more likely to withhold their approval of a script in advance of production or to put it into an "X" category than to throw out an already completed Hollywood picture. Robert Clark, BFPA president, and Sir Henry French, censor board president, held discussions recently which have encouraged producers to insist on some method of appeal from board decisions. The newly formed board is to consider any grievance that a member has against a decision of the board and to decide whether or not to press for an adjustment of the censor's decision.

Japan

Wolfe Cohen, president, Warners International, will preside over a meeting of the company's Far Eastern managers to be held in Tokyo beginning May 1. John J. Glynn, vice-president, will also attend the meetings. Jack Degal, Warners' general manager in Japan, will be host to the delegation which will include Berry Greenberg, field supervisor from Sydney, Australia, and Australian managing director Stanley Higginson, and sales manager Bruce Kennedy; managers B. Nadkarni, India; Geza Polaty, Indonesia; Elias Moses, Singapore; Arthur McClure, New Zealand; Richard Ma, Hong Kong; Robert Chen, Formosa; Clifford Almy, the Philippines; and Tomas Flores, sales manager in Manila. Also attending will be company executives from the Japanese sales force. The conclave will mark the first time the Far Eastern managers have convened. Following an inaugural dinner on May 1, business meetings will be interspersed with screenings of six top forthcoming Warner releases.

Scotland

The plans for the ninth international Edinburgh Film Festival, scheduled for Aug. 21 to Sept. 11, have been formulated. Screenings will be held each week-day afternoon and evening throughout the three weeks of the Festival at the Cameo Cinema, Tollcross.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

"Tight Spot" Ballyhoo Aids Boston Playdate

BOSTON—Radio contests and eye-catching street ballyhoos were Paul Levi's most effective salvos inaugurating his exploitation campaign for Columbia's "Tight Spot" when it opened at the Pilgrim.

Local radio station WCOP chipped in with a "Tight Spot" essay contest in which contestants submitted letters telling about the tightest spot they had ever found themselves in and how they got out of it. The contest ran for a full week and the 20 best letters received guest tickets to see the picture.

Station WHDH came through with a limerick contest on the popular Bob Clayton program. Contestants were asked to submit last lines to a limerick read on the air by Clayton. The contest ran for three days and the 10 best last lines received guest tickets for the theatre.

The Beech-Nut Gum Company joined in the overall campaign by donating 6,000 sample Beechies for street distribution. The Beechies were put into small envelopes marked, "When you're in a 'Tight Spot,' Relax. Chew Beechies." Two models dressed in polka dot dresses, as is Ginger Rogers in the film, carried trays with tie-in signs and distributed the gum on the main avenue two days before the opening.

Another unique street stunt with great publicity value utilized Boston's traffic meters. A number of small tags were printed with the following message: "In order to get you out of a 'Tight Spot,' the management of the Pilgrim is inserting a coin in the parking meter to save you from a possible overtime parking violation." A pretty model went around the busy parking areas with a quantity of these cards and placed a card in the windshield wiper of each car whose parking time was about to expire. A coin was also inserted in the meter to extend the time.

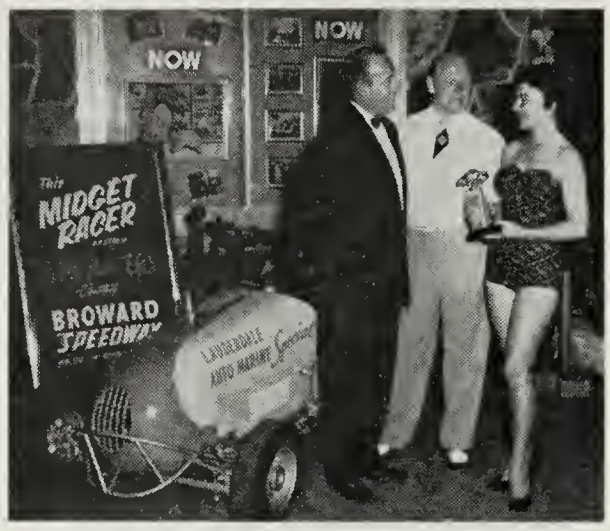
Newspaper advertising, window displays, street stencils and special theatre trailers capped Levi's campaign.

TV Boosts "Saturday"

NEW YORK—Forming a pattern for the national promotion of "Violent Saturday" keyed to the point-of-playdate, expanded newspaper, television, and radio advertising campaigns have been set by 20th-Fox.

The large-scale program, launched last week supporting openings at the California, San Diego, Cal., and the Palace, Rochester, N. Y., was being highlighted by the utilization of double the normal newspaper ad lineage and increased programming of TV and radio spots. In several situations, TV and radio spots are being purchased where they are usually not employed.

Campaigns in each situation are set a week ahead of openings.



Keith Hendee, left, manager, Gateway, Fort Lauderdale, Fla.; Bob Orberg and Vivian Whaley are seen recently in the lobby of the theatre with trophy awarded the winner of a Gateway Sweepstakes 25-lap midget auto race promoted as exploitation for 20th-Fox's "The Racers."

Columbia Names Robbins

NEW YORK—Columbia Pictures Music Corporation announced last week the appointment of Howard J. "Buddy" Robbins to the post of general professional manager. In his new position Robbins will act as liaison man with Columbia Pictures and the various record companies as well as play an active role in the promotion of the songs from Columbia films effecting tieups with music stores, TV, radio and other outlets on the local level for exhibitors.

That Something Extra Makes A Real Manager

PHILADELPHIA—The popularity of a theatre manager with his patrons has long been known as one of the secrets of a successful theatre, although frequently this factor is relegated to the taken-for-granted or intangible assets. It must be tremendously gratifying, then, to have a "thank you" note arrive in which a manager is warmly praised for doing that something extra in the line of duty.

Just such an instance was brought to the attention of MOTION PICTURE EXHIBITOR by Al Davis, City Line Center. Entirely unsolicited, the note read: "I don't know whether you heard about the excitement that happened at your theatre last Saturday evening. Only with God's help and the quick thinking of your wonderful manager, Mr. Helmke, my father, who had a severe heart attack, is still with us. I feel, as do the rest of my family, that we'll say a prayer for him every day for his alertness in treating my father as he did; and we hope to repay him in some small way to show him how grateful we are. With a man like Mr. Helmke managing your theatre you'll always have peace, good luck, and success. May God bless him and keep him well always. Gratefully . . ."

"Glass Slipper" Sets Huge Spring Bally

NEW YORK—The spring release of MGM's "The Glass Slipper" affords wonderful opportunities for merchandise tieups with stores featuring items seen in the April issue of Mademoiselle.

Exhibitors should contact the MGM field press representative in their area for help in making the tieups. MGM stated that its 30 field press representatives would assist in the stores' promotion of the film by arranging a screening for store executives and personnel involved in the promotion; furnish store with color stills, black and white stills, synopsis, music and special material such as blow-outs, etc., according to request for advertising purposes and window displays; and will work over ad and window copy and okeh rights to use photos and credits properly for the stores' protection.

They will also tie in "The Glass Slipper" promotion with local radio and TV promotions or programs scheduled for such exploitation; will assist at fashion shows with art, blow-ups, color, music, publicity, etc.; will help arrange theatre lobby displays and fashion shows on theatre stage; will bring costumes and props from the picture for windows and store displays; will tie in stores with Mademoiselle's distributors on stands, etc.; will include star or players from picture, if available, on tour in city for promotion; and will attempt "Glass Slipper" contests or searches, with store and media, with the community.

Exhibitors should take full opportunity of this offer by MGM to help sell the picture.

And Watch The Sun Rise

JACKSONVILLE—An unusually imaginative gimmick which, although particularly suitable for the promotion of RKO's "Rage At Dawn," can be used also for other films, was created by Spence Steinhurst, RKO fieldman, for the opening of the film at the St. John.

Steinhurst tied up with the Jax Meat Markets, a chain of supermarkets in the area, to hold a "Rage At Dawn Sale" from 5:30 a.m. to 8:30 a.m. the morning that the RKO release opened at the St. John. The sale was keyed to bargains that the public wouldn't be able to resist (five cents for packages of frozen foods, etc.). All shoppers who purchased $20 worth of goods received a pair of tickets, which the supermarket redeemed, for the opening day of "Rage At Dawn." After 8:30 a.m., regular prices prevailed at the markets.

Jax Markets advertised the sale and the picture on TV, in newspapers, and in all its stores via counter cards and displays at check-out stands and over the stores' public address systems. The theatre cross-plugged the "Rage At Dawn Sale" in its newspaper ads, trailers, and lobby displays.

PHYSICAL THEATRE



The importance of attractive lighting was not neglected when the RKO Kieth's, Washington, D. C., was recently remodeled. Note the completely lighted egg-crate ceiling (above) used in the lobby, and the cheerful atmosphere created in the foyer (below) through the use of properly lighted furnishings.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Vol. 10, No. 5 April 27, 1955

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THE RIGHT LIGHT FOR THE JOB Page 10
NEW PRODUCTS Page 12

Another Reason *Strong* Rectifiers are Preferred

Only Strong Guarantees Selenium Rectifier Stacks for 3 Years

Within one year from date of factory shipment, replacement is made with no charge; within 2 years, at 33⅓% of replacement price; within 3 years, at 66⅔% of replacement price.

Efficient operation of each type and rating of projection arc necessitates a rectifier specifically engineered to its particular requirements. That is why Strong manufactures a complete line of rectifiers, which includes one for every type of lamp. Every Strong rectifier assures smooth output current, long life, low operating temperature, and flexibility in control. Transformer taps provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated A. C. input voltage throughout the output rating range. Fine taps on the primary are connected to an 8-point external manually controlled switch which permits output adjustment while the arc is burning and without the necessity of reconnecting wires.



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Designed especially for operation with CinemaScope, VistaVision and all drive-in presentation. Require no attention or maintenance. Dependable operation even in damp climates.

125-180 Ampere high-power rectifier for use with 13.6 mm regular, or 10, 11 and 13.6 Hitex carbons.

90-135 Ampere rectifier for use with 10 mm and 11 mm regular, or 10 mm Hitex carbons.

80-120 Ampere for use with 9 mm, 10 mm or 11 mm carbons.

70-90 Ampere for use with 9 mm carbons.

60-75 Ampere for use with Suprex type carbons.

All models may be used with angular or coaxial trim lamps.

Applicable whenever stacks become inoperative for reasons other than neglect or abuse. Replacement covers unit shipped collect from factory with defective unit shipped prepaid to factory and does not include cost of installation.

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STREET_____

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STRONG ALSO MAKES TUBE TYPE RECTIFIERS FOR USE WITH ALL CARBON TRIMS

LAYING IT

On The Line

The Light Approach

Throughout the years the operation of a motion picture theatre has become increasingly more complex. In order to successfully run his house, today a theatre operator must know more than a little about projection and sound, building maintenance, staff training, concession operation, design and decoration; all this in addition to properly booking and then publicizing films. This adds up to quite a bit of knowledge and attention to details, and it means that an exhibitor must devote a good deal of his time looking for better and improved methods of making his theatre more attractive to the ticket-buying public.

With this great mass of detail facing him, the theatreman who can find something which serves more than one purpose is indeed fortunate. One area of theatre operation which comes under this happy heading is exterior and interior lighting. When properly used, lighting can do a great deal to enhance any situation.

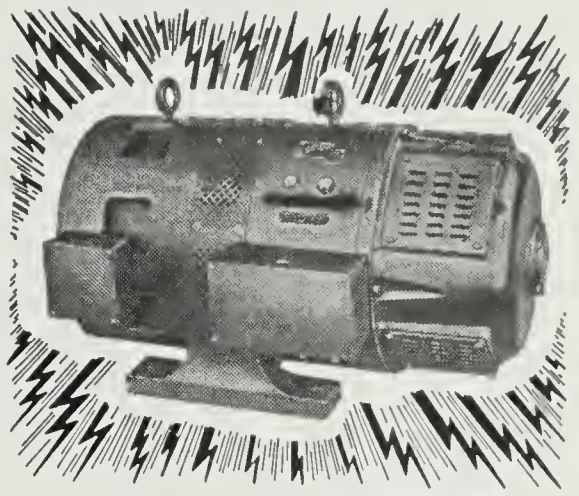
First, and probably most obvious, lighting makes a theatre a safer place for the public. This is particularly true of the interior. If correctly located, lighting can act as an usher and help guide the patron directly to the auditorium by furnishing a bright path of light. Inside the auditorium the house lights during breaks, and the aisle lights during the show will enable the patron to locate a seat with a minimum amount of difficulty and confusion. Of course, they will also greatly reduce the risk of falling or bumping into objects in the darkened auditorium

Lighting can be used in lounges and restroom areas to keep disturbing noises under control. A visit to the Radio City Music Hall, in New York, offers a demonstration of this point. Lighting and decoration were designed so that patrons, in most cases, will automatically speak in a whisper upon entering the main lounge.

Exterior lighting can play a major role in persuading the passerby to enter. A theatre front that is well lighted, possibly making use of colored projector or reflector lamps, or unusual designs outlined in lights, will attract attention and start "selling" a ticket. Spotlights played on interesting architectural portions of the exterior add prestige and dignity. A bright and cheerful box-office area is another unspoken invitation to enter.

The uses to which lighting may be put are many and varied. In this issue we have attempted to indicate some of the ways in which you can make light work for your theatre. It is a subject worth studying.

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AT THE SCREEN!

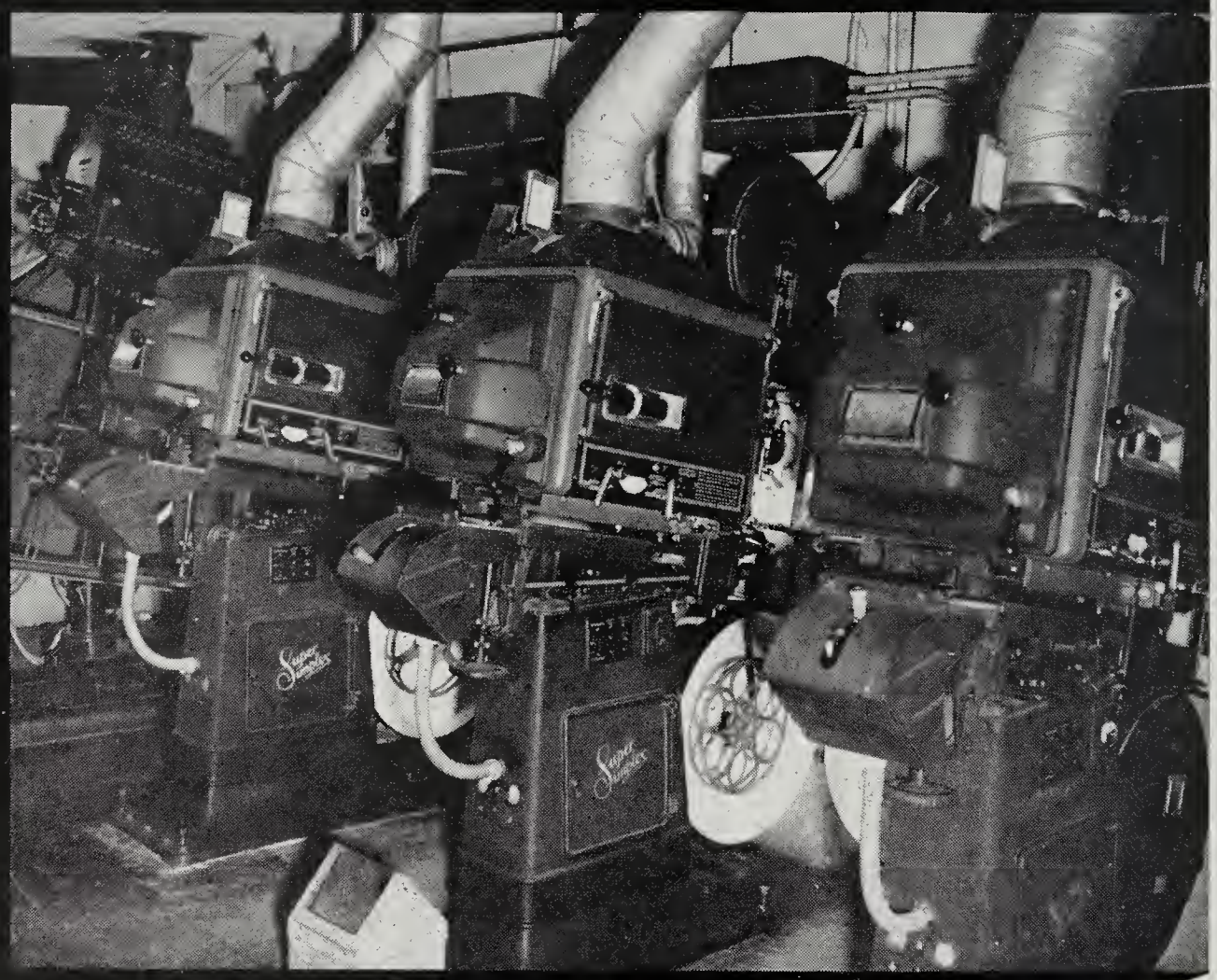
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Theatres with f/1.8, f/1.7 or f/1.5 objective systems and projectors cleared for these high speed optical systems now have available a truly powerful projection arc lamp equipped with 18" f/1.7 reflectors.

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- ★ Ventilated reflector and reflector frame.
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- ★ Automatic crater positioning system.



Excelite projection arc lamps installed in Grauman's Chinese Theatre, Hollywood, California.

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Interior And Exterior Lighting Needs Of Indoor Houses



A theatre front that is brightly lighted serves a dual purpose; that of furnishing the illumination necessary for safety, and creating a warm and friendly atmosphere that invites the public to enter.

LIGHTING at the entrance of a theatre plays an important part in attracting potential patrons from a distance. The floodlighted banner over the marquee, the well lighted attraction board on the marquee, and the scintillating or chasing lamps around the attraction board all do their part. Projector (PAR) lamps—one for every ten square feet—provide effective lighting for large cut-outs on the attraction board or over the marquee. The use of a relatively large number of small sources offers flexibility in aiming and ability to emphasize certain areas. Building floodlighting, another phase of attracting attention, can be accomplished with a wide variety of techniques. For a smooth effect, PAR lamps can merely be mounted on top the marquee and aimed upward at the building. General Electric PAR-38 or PAR-46 spotlamps, for example, located close to the building will create a pattern of brightness, if widely spaced. If their spacing is equal to their distance from the surface, the result will be reasonably uniform and any projections from the buildings, such as cornices and raised decorations, will stand out in bold relief.

Emphasize Displays

As the patrons reach the entrance of the theatre, reflector lamps can be used to emphasize posters and other displays which describe the show. Where elaborate cut-out displays are used on the entrance attraction boards, PAR-56 floodlamps are recommended because of their rectangular beam. And the PAR-56 floodlamp is useful for lighting the banner which hangs across the sidewalk under the marquee. Its rectangular beam means that light is utilized effectively and glare can be minimized.

The use of projector and reflector lamps as downlights in the soffit of the marquee is becoming wide-spread practice. The Reflector (R)40 floodlamp is particularly popular in this application. The sparkle provided by these lamps, which protrude slightly beneath the soffit, helps give the theatre entrance a clean and distinctive appearance. Reflector color lamps offer new opportunities for better showmanship in this type of installation. They will add both color and sparkle to the theatre entrance. Blue-white reflector color lamp downlights will provide a cool appearance. Or, pink reflector color lamps will cause the entrance to take on a warm, friendly atmosphere, so desirable for a cool evening. Arrangements of reflector color lamps can also form festive patterns for holiday seasons. At Christmas, for instance, alternate red and green, or patterns of red and green reflector color lamps will not only provide color accents, but the mixture of light below will be warm and friendly.

The boxoffice is, of course, a focal point. Brightness is the most important factor here. Reflector lamps can be used to provide additional general lighting in the area. In addition, the concentrated light from reflector or projector lamps aimed at the boxoffice counter will help the cashier make change. They will also help the customers count their change and therefore speed up transactions at the boxoffice. Care is needed, however, in positioning and aiming these lamps to avoid annoying glare and reflections from polished counter surfaces. A reflector lamp can help keep the cashier warm in the wintertime. A 125-watt or a 250-watt infra-red lamp can be mounted in a portable heat-lamp holder under the counter or on the ceiling above.

Helps Direct Traffic

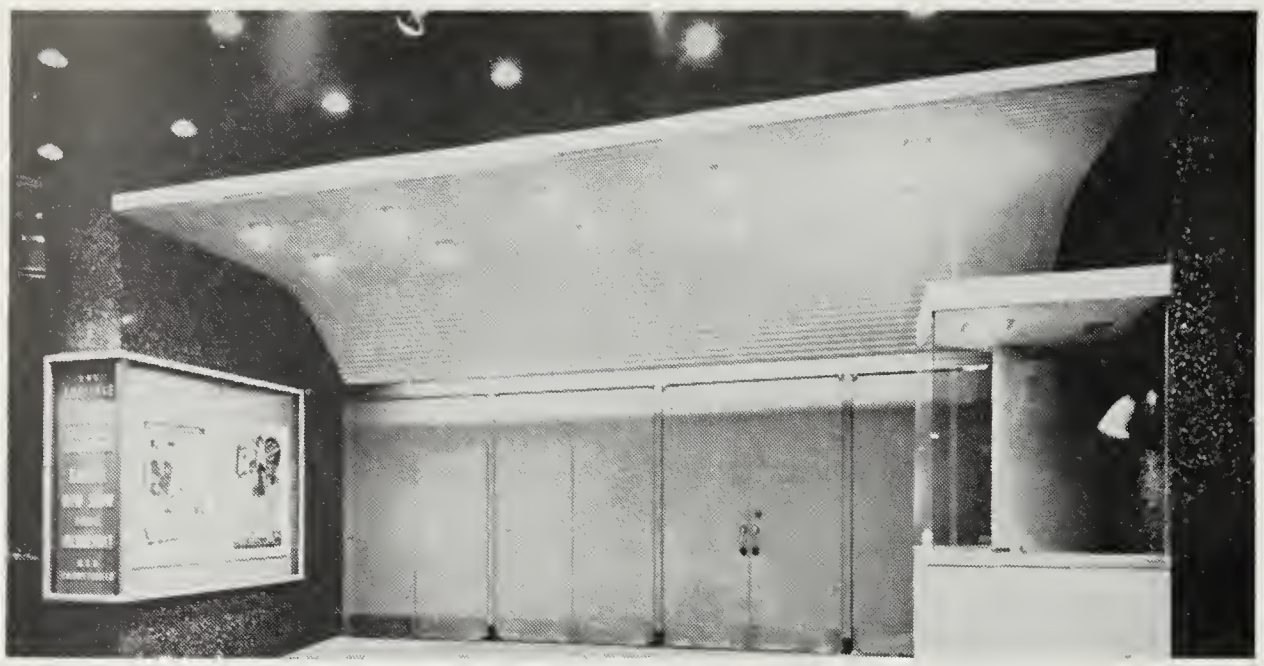
Light can help direct theatre traffic because people tend to go toward the brightest areas. A "path of light" from the boxoffice to the entrance will help guide patrons. The ticket-taker, as the theatre's official greeter can be dramatized with reflector lamps. In many theatres the insides of the doors at the entrance also need additional light. Patrons tend to leave the theatre through the entrance

PHYSICAL THEATRE

Vol. 10, No. 5 April 27, 1955



LIGHTING THE THEATRE



door because this door is open and is brightest. Emphasis placed on the exit doors with 150-watt reflector spots can help reduce this problem.

FOYER, LOBBY AND LOUNGE AREAS

One method of providing general illumination for circulation areas of the theatre is with downlights. Shielding these lamps to 45 degrees is desirable to minimize glare. Because of their more accurate control of light, 150-watt PAR lamps provide about twice as much light for this application as 150-watt R-40's. To obtain uniform illumination on the floor, space the units so that the distance between them is not more than two-thirds their mounting height.

For remodeling, downlights help direct attention away from an old ceiling. A light-colored ceiling is also important in reducing contrasts and creating a pleasant atmosphere. When ceilings are in good condition, reconditioning existing cove lighting equipment may be the least expensive solution. For a new effect, spots of color from reflector color lamps can supplement the smooth brightness pattern of a cove lighting installation. Aiming lamps at a grazing angle to the surface will dramatize textured or sculptured ceilings by modeling them in color. If there is space, these lamps can be mounted in existing coves; they can be fitted into urns and torchieres; and many types of wall units are available.

Planting boxes take on added interest with downlights above; or, lamps can be concealed behind them for silhouette effects. From this position reflector lamps provide light on vertical surfaces. Lighted walls contribute to a pleasant, cheerful environment and add to the impression of spaciousness of the area. Reflector lamps in small, decorative wall brackets are another method of lighting vertical surfaces; a 75-watt R-30 lamp to provide the downlight component and a 150-watt R-40 or a reflector color lamp aimed up, possibly at a small mobile or similar ornament, will increase interest. While paintings are usually lighted uniformly, PAR-46 spotlamps can supplement their general lighting and add interest by emphasizing specific areas. Posters and other displays can be lighted in the same way. Modeling sculpture or other decorative elements with reflector color lamps while at the same time accenting them with the beam of light from a PAR-46 or PAR-56 spotlamp, adds a dramatic motif to an area.

Attract Patrons

The snack bar is another important focal point. Supplementary lighting on feature displays will attract patrons' attention. High levels of illumination will help increase the size of the sale. While much of the lighting may be fluorescent, incandescent sources such as PAR and R lamps are needed to make merchandise sparkle and to provide emphasis. Reflector and projector lamps concealed in the front part of the canopy will direct light downward onto the merchandise on top of the counter. The PAR-38 and PAR-46 side prong lamps are particularly useful here because they require little depth for recessing. PAR-38 spotlamps in adjustable housings, mounted farther back in the canopy, can be aimed at the back bar displays. If the snack bar has no canopy, the same lighting results can be achieved by mounting PAR-56 spot or floodlamps on the ceiling.



With the amount of revenue that is brought in by the concession stand, it is important that it be lighted in a pleasing and proper manner.

Color can be used to advantage. The combination of a yellow and white reflector lamp inside the popcorn cabinet, for example, will bring out the rich, golden hues of the popcorn. They will also help keep the corn warm. Good, planned lighting will help your staff serve your patrons more efficiently and more profitably for you.

Since the boxoffice is a very important area, brightness is an important factor. Reflector lamps may be utilized to provide additional light.

AUDITORIUM AND STAGE

When the patron leaves the snack bar a path of light can lead him to the auditorium and to the usher, or the sign, that is directing traffic. Individually controlled, louvered PAR spotlamps at the head of each aisle have been used successfully to facilitate seating.

Reflectorized lamps have uses in the auditorium, too. A different type of downlight has been very effective in many recent installations. PAR spotlamps are recessed in the ceiling. Rather than being aimed straight down the lamps are aimed five to 10 degrees toward the stage. The aiming angle is such that the back edge of the spotlamp's diverging beams is nearly vertical. Because of the aiming angle, patrons sitting behind the lamps are not distracted by them. The front row of units is located so that no direct light reaches the screen. It is recommended that the downlights be controlled by a dimmer for two reasons. First, the lights can be brought up gradually after the show so that patrons are not suddenly subjected to the lamp's full intensity.

(*Continued on page PT-16*)

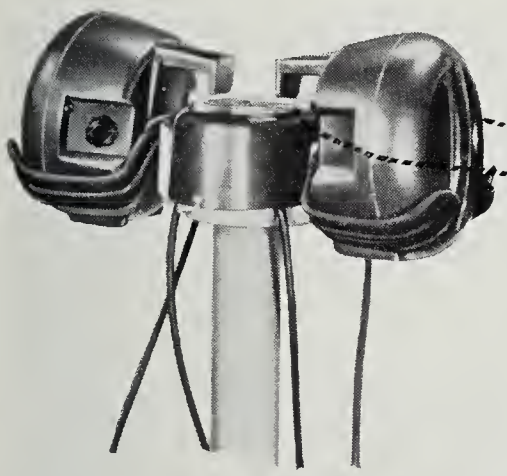


Whenever the patron enters the theatre a path of light can lead him to the auditorium, and to the usher or sign that is directing the traffic.

You'll Have Better Sound for Less Money with MOTIOGRAPH IN-CAR SPEAKERS

THE DELUXE PLASTIC SERIES

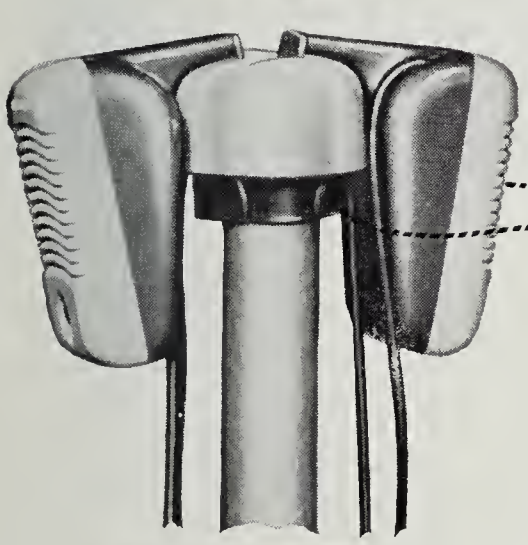
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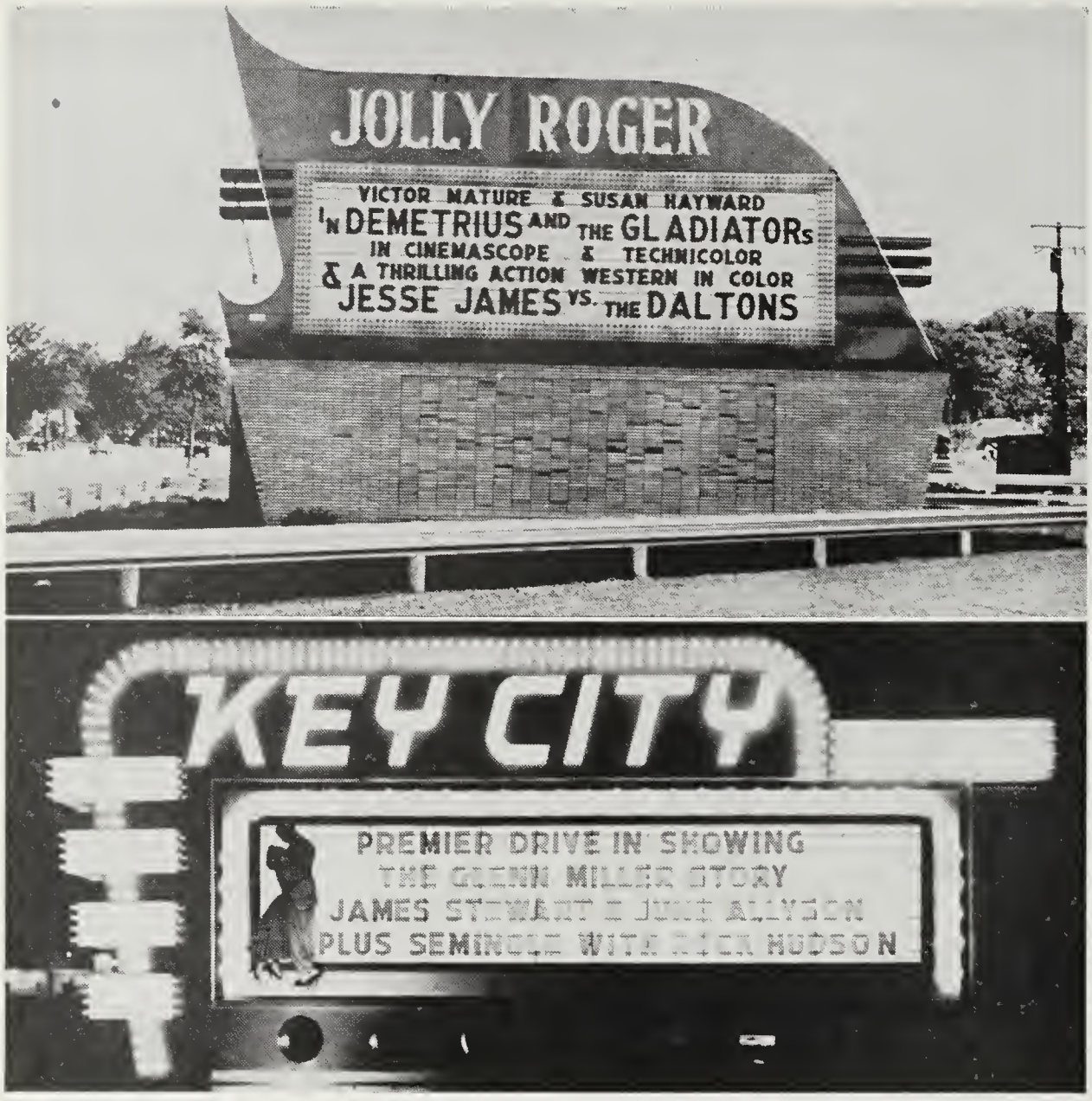
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Seen are two examples of how attraction boards and changeable letters may be used at a drive-in. The Jolly Roger (above) is located in Detroit; and the Key City (below) is operating in Abiline, Texas.

(All photographs on this page were supplied by Wagner Sign Service)



STARLITE DRIVE-IN
Rochester, N. Y.



TWIN VUE DRIVE-IN
Odessa, Tex.

ROADSIDE SHOWMANSHIP PAYS OFF



MIRACLE MILE DRIVE-IN
Toledo, O.



ANDALUSIA DRIVE-IN
Andalusia, Pa.

With automobile registrations reaching all-time highs, and with no end to the upward spiral in sight, the American family car is becoming a living-room on wheels. And every new automobile on the highways represents another potential patron for the nation's drive-in theatres. However, as with every other segment of the entertainment industry, the public must be *sold* on going to an outdoor theatre. It is in this area that the roadside marquees and signs become extremely important.

As drive-ins have become bigger and better so have the attraction boards. Today's modern outdoor theatre uses its marquee not only to inform the public of what is being shown, but also to do a good deal of the selling job. Cascades of shimmering lights, colorful and distinctive designs, large readable letters are combined to please the senses of the passersby, and make them much more willing to accept the invitation to enter and spend an evening at the drive-in.

The value of making full use of roadside signs and letters cannot be underestimated by the alert drive-in operator. Fortunately, the manufacturers of signs and letters, and marquees have been keeping abreast of the times, and are in a position to offer the exhibitor modern and eye-catching products.

Pictured on this page are some examples of interesting approaches to informing and attracting the car-conscious public. The shapes, forms, and effects are limited only by the imagination. With the new drive-in season just getting into full swing, it might be well to consider the possibilities of what can be done at your theatre to prove that roadside showmanship pays off.



WITH

NATIONAL Projector Carbons

TRADE-MARK

• Delivering sharp, bright pictures to the giant screens of drive-in theatres is a problem – even with the finest projection equipment. But there's a way you can meet this challenge of greater screen areas and longer projection throws.

First, make sure that every component in your projection system is maintained in perfect working order. Second, be certain that your lamps are trimmed with "National" carbons – so small a part of your operating cost . . . so large a part of picture quality.

Always order your "National" projector carbons by number from the popular line listed below:

"NATIONAL" CARBONS FOR DRIVE-IN THEATRES

Positive Carbon	*Catalog Number*
9mm x 17½" H. I. Projector Positive	L 0100
9mm x 20" H. I. Projector Positive	L 0103
10mm x 20" H. I. Projector Positive	L 0106
10mm x 20" "Hitex" Super H. I. Positive	L 0170
11mm x 20" H. I. Projector Positive	L 0109
13.6mm x 22" H. I. Projector Positive	L 0115
13.6mm x 22" "Hitex" Super H. I. Positive	L 0175

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Added Safety And Better Grosses Can Be Achieved With

The Right Light For The Job

THE drive-in theatre's power to attract attention, its identification, and its ability to handle cars without congestion are important. A well-lighted entrance and a floodlighted screen tower supplement the lighted attraction board and add tremendously to the attractive power of a drive-in. As on the theatre building, PAR projector lamps can be mounted on the screen tower, or on the ground near it, to floodlight it. Another method is the use of a canopy containing reflector lamps at the top of the tower. These lamps should be on 18-inch centers and 18 inches or more out from the tower if white light is used. If in color, spacing must be reduced in proportion to the absorption of the color filters in order to produce similar effectiveness. Colored light on colored surfaces can produce unique and potent effects. This not only imparts distinctiveness, but helps get attention by being different. Blue light on a blue surface, for example, can produce an illusion of great depth. Or, alternating red and green light on a red and white design will create startling changes in pattern, brightness, and color. Reflector color lamps are a convenient source for this purpose, providing they are protected from rain and snow. To produce equal color effects, use numbers of reflector color lamps in the following proportions: 1 white; 2 pink; 2 yellow; 4 blue-white; 5 red; 8 green; and 10 blue. Floodlighting in this manner, from the top of the screen tower, also lights the grounds beneath the tower. If the entrance to the theatre is by the screen tower, this overhead floodlighting will produce additional grounds lighting.



A moonlight unit showing arrangement of floodlights. Four additional floodlights at back of pole provide white light for drive-in exit areas.

DRIVE-IN THEATRES

Play Areas

Scallops and other patterns of colored light on the outside of the fence also attract attention. Reflector color lamps, in appropriate housing on six-foot centers and one-foot from the fence are one suggestion. For the drive-ins that have them, kiddies amusement parks provide a great deal of attraction, particularly if these amusement parks are situated so that the children in passing cars can see them. These play areas should be floodlighted; one PAR-56 floodlight for every 30-40 square feet of ground area. Lighted in this way, children in passing cars will be sure to see them, even after dark, and illumination levels will be adequate for safety and enjoyment.

Identification

Rapid identification of the drive-in and its current attractions is facilitated with light. A large filament lamp sign on the screen tower or above the attraction board identifies the theatre. A well-lighted attraction board tells the motorist what's playing. Large floodlighted cutouts, both ahead of and in the entrance area will also tell him what's playing. These should be floodlighted with one PAR lamp for every 10 square feet of surface area.

Approaches to the boxoffice should be well lighted. A driver should not be able

(*Continued on page PT-18*)



It is very important that the ticket-selling area at a drive-in theatre be well-lighted, as shown in this photograph. As the auto approaches the boxoffice, the driver should be able to see and identify the ticket-seller. Proper lighting can help speed up automobile traffic entering the theatre.

Reade Building New Drive-In

OAKHURST, N. J.—Walter Reade, president, Walter Reade Theatres, recently announced acquisition of property in Wayne Township in Passaic County on Route 46 near the intersection of Route 23 for the erection of the first twin-screen drive-in theatre in the east with a capacity of 1,400 cars.

The theatre, which will be equipped with in-car heaters for year-round operation and new, wide screens, will be the largest in New Jersey and one of the largest in the entire east, Reade said, and will incorporate all the latest technical improvements which will make it a family recreation site as well as a theatre.

Work will proceed immediately from plans and specifications being completed by Leon Einhorn of Albany, N. Y.

The entrance for the new theatre will be on Route 46, approximately 300 yards from the existing Totowa Drive-in, and the exit on Route 23.

The twin drive-in will have screens at either end of the property with a central projection booth which can present the same or different films on the two screens, and, in effect, be two theatres in one. Each side of the new drive-in will have a capacity of 700 cars.

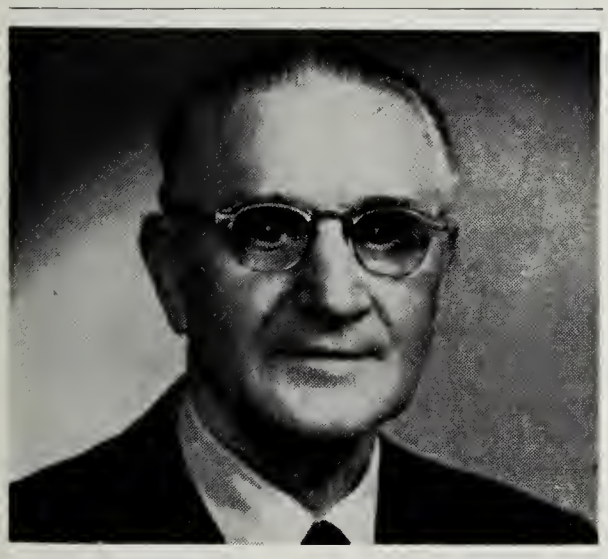
Reade said that the theatre will have a tremendous children's play area and picnic grove which will be open free to the public during the day for use as a recreation area.

A special tower will also be erected under the supervision of the Bell Telephone Company for reception of microwave relay so the theatre can present all large-screen theatre television presentations which are available.

The in-car heaters will be similar to those in the Walter Reade drive-in theatres in Eatontown and Atlantic City, N. J., which will permit the theatre to operate for the entire year.

The theatre will be terraced and landscaped like a large park with trees and a duck pond and is also expected to have an animal zoo in one of the play areas.

The Walter Reade Theatre organization, one of the largest independent motion picture exhibitors in the East, operates seven drive-ins, and is concurrently building another new drive-in of more than 1000 car capacity in Absecon, near Atlantic City.



Harold E. Brown was elected vice-president in charge of sales for the Strong Electric Corp., Toledo. Brown will be in charge of projection arc lamps, rectifiers, spotlomps, reflectors, etc.

FOR THE FINEST IN SOUND
at the Lowest Maintenance Cost

EPRAD in-the-car SPEAKERS

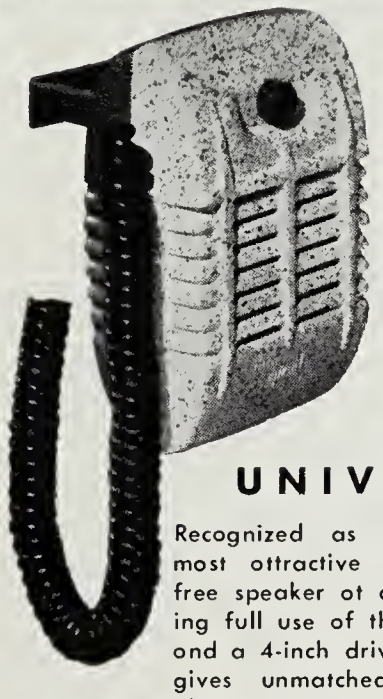
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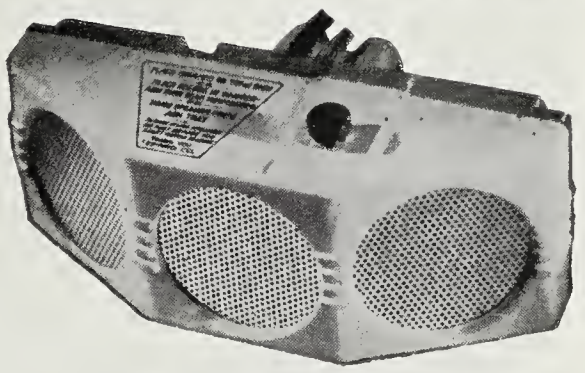
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Recognized as the best-sounding, most ottractive ond most trouble-free speaker ot any price! By making full use of the cavity resonance ond a 4-inch driver unit, this speaker gives unmatched sound. Die-cast oluminum cose. Beautiful two-tone, extra-tough finish. Lowest known maintenance costs.

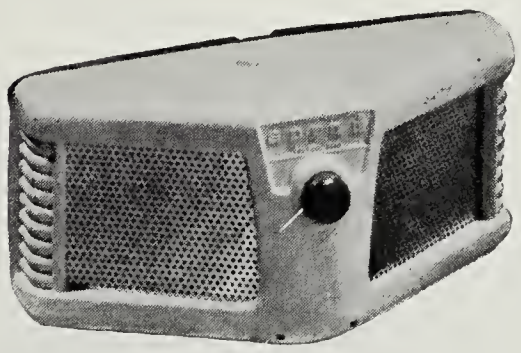
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STEREO "3"

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STEREO "2"

Incorporoting o new concept of binaural sound, this speoker brings all three channels through two 3½" cones in one speoker case. Tonol direction is very distinct ond of excellent quolity. Many drive-ins using single-coned speakers con convert to stereophonic sound without rewiring romps. Stereophonically engineered, reinforced Fiberglos cose. Trouble free.

$12.00 per speaker

SEE YOUR FAVORITE INDEPENDENT THEATRE SUPPLY DEALER or write direct, requesting full information and literature.

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NEW PRODUCTS
. . . that have theatre interest

Handy Hand Truck

A new stair climbing hand truck which is said to safely double the load a man can roll up steps and treble the load he can move down stairs or ramps has been announced by Valley Craft Products, Inc.

Known as the Stair Cart, the manufacturer says it is equipped with a special ratchet mechanism which enables it to roll up stairs step-by-step as the operator pulls a cable drive.

The two-wheel safety brakes which are incorporated in the truck can help prevent accidents when descending ramps or stairs with heavy loads since the brakes allow perfect control at all times, it is claimed.



This shipment of film being delivered to the projection booth demonstrates how this stair-climbing hand truck may be used around a theatre.

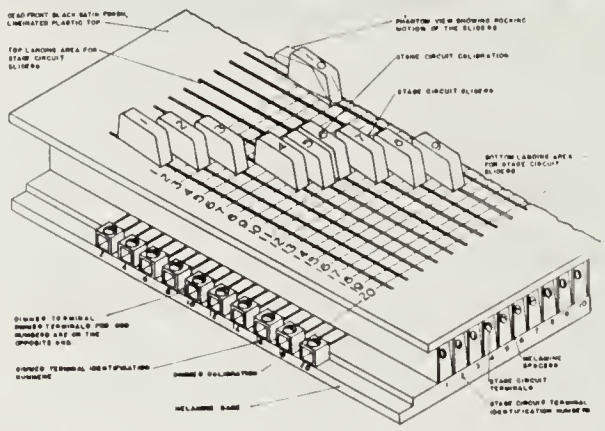
Features such as interchangeable shoes, sealed ball bearings and steel tube construction are said to assure load flexibility and a long efficient life. The truck is equipped with large pneumatic tires which add to ease of operation and eliminate any marking of steps. Six different models are available for handling various sizes of loads.

Stage Lighting

A simplified method of connecting individual or combinations of stage light circuits to any of the dimming control circuits of a switchboard has been made available by the Ariel David Manufacturing Company.

Called the Quick-Connect panel, the new unit is designed for easy operation. It is said to do away completely with patch cords and plugs. Cross-connection is accomplished with a series of vertical sliders connected to the stage light circuits. These are calibrated to make contact with horizontal busses connected to the dimmers. The mechanism is completely enclosed for safety and dead front operation, it is said.

Among the advantages claimed for this unit are split-second connection of any stage circuit to any dimmer; complete flexibility for all stage circuits; accident-proof; shows complete lighting layout at a glance; can be cleared in one sweep.



A sketch showing the working parts of the new Quick-Connect panel which is said to simplify the connecting of the theatre stage light circuits.

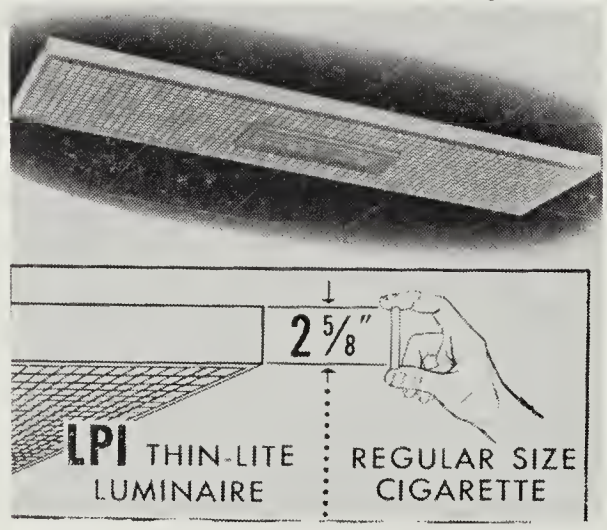
The Quick-Connect panel is presently available in a console model and a wall model. Both of these units have 15 dimming constant circuits and 30 flexible stage circuits.

Ultra Thin Luminaires

What is said to be "the thinnest shielded fluorescent luminaires available," are being offered by Lightning Products, Inc., in its new Thin-Lite series. Each model in the series is said to have a depth of only 2⅝ inches and creates a semi-recessed effect, although surface-mounted to the ceiling. Actually the depth below the ceiling is essentially the same as that of troffers fitted with dished plastic or glass shields, it is claimed.

This new series consists of four different luminaires. Two are 49 inches in length (equipped with 48 inch rapid start lamps), and two units are 97 inches long (equipped with 96 inch lamps). These thin-lite luminaires may be mounted end to end or side by side to form a great variety of light patterns up to any desired size.

Bolt knock-outs are provided, and the back plate is recessed so that the fixtures can be drawn up solidly against the ceiling, it is said. The louver panels are metal framed and secured by floating hinges which cannot be seen from any viewing angle, the manufacturer says.



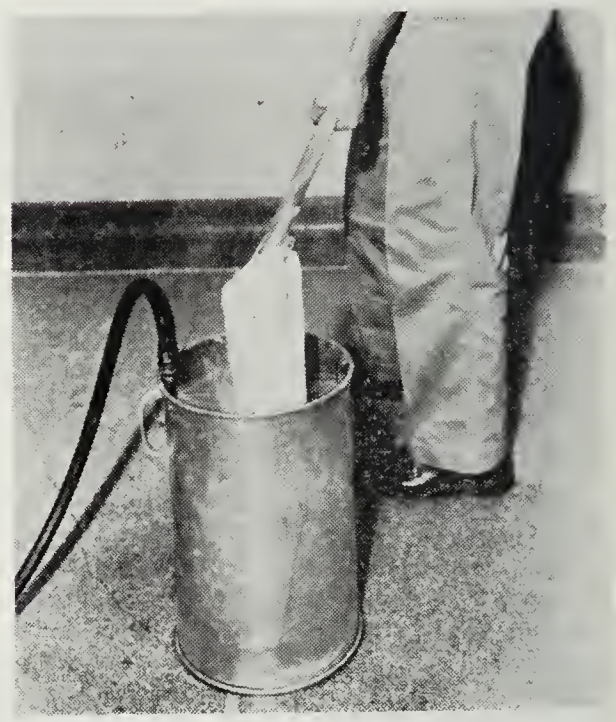
Combining efficiency and a modern appearance, these new fluorescent luminaires are said to be the thinnest to be found available on the market.

Mop Washing Unit

An interesting and useful new item for the maintenance department is the Jet Streem mop washer being sold by Geerpres Wringer, Inc. The manufacturer contends that although cleaning personnel may do an excellent mopping job, they tend to be careless about washing the mop after use because it takes almost as long to clean the mop as it does the floor. With the Jet Streem unit cleaning is said to take only a few minutes.

The unit is basically a steel cylinder open at both ends. Inside are six directly opposed full-flare spray jets that force water through the mop strands to flush away dirt, caustics and other foreign matter. As the jets clean the mop, it is claimed that the dirt drains through the bottom.

The Jet Streem can be used wherever there is a water outlet with a threaded hose connection. It fits in utility sinks, over floor drains, or in mop wagons, it is said. The cylindrical housing confines the water spray so that operator, walls and surrounding floor remain dry.



This Jet Streem unit was designed to aid the maintenance man to do a better floor mopping job as well as prolonging the life of the mop.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....

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ISSUE OF APRIL 27

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WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

MOTION PICTURE EXHIBITOR
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Three-Dimensional Equipment Refresher Course

ALTHOUGH THERE are no positive indications that 3-D is about to have a major revival, the satisfactory grosses of the one new three-dimensional film now in release, and the reports that two or three more films may be made available in the near future, seems to be a good enough reason for exhibitors to give some thought to the 3-D equipment that might be gathering dust in the storeroom. Certainly in these days of product shortage the average theatreman cannot afford to overlook any possibility. The following is a short review of the equipment necessary for the proper projection of 3-D:

Screens: A metallic-surfaced projection screen is necessary for the projection of 3-D in order to avoid depolarizing the filtered light coming from the projector.

Interlocks: The success of 3-D depends upon good projection and exact synchronization between the two interlocked projectors. Not only must the proper pair of right eye and left eye images appear on the screen at the same time, but the shutters must also be synchronized. The two available methods of projector synchronization are either the Selsyn motor interlock, or the mechanical interlock. It is generally agreed that greater precision will be obtained with the Selsyn system.

Lenses: The matching of the focal lengths of the two projection lenses must be controlled for good 3-D results. If this is not done one eye will see a larger picture than the other and cause a great deal of patron eye discomfort.

Reels and Magazines: Larger magazines and reels are needed to project 3-D with a minimum number of intermissions. A 25-inch magazine capable of handling 24-inch reels make it possible to run off a 10,000-foot show with only one intermission.

Light Requirements: It is necessary to run both projection arc lamps at the same time, and to run them with equal light output. A great deal of light is needed for proper picture quality. This is so because the polarizing filter at the projector uses only about 50 per cent of the light falling on it, and the viewing filter also helps to cut down on the light that gets to the eye. In many cases the exhibitor must purchase another generator or rectifier to meet the power demands of two projector 3-D. In some cases a more powerful projector arc lamp will also have to be used. An important thing to remember is that the picture brightness should be equal from each machine. If this is not done the 3-D effect will be decreased.

Filters and Viewers: A polarized filter must be placed over the ports of the two projectors. These filters must be installed in such a manner that the light beam goes through the center. It must be remembered that the filter for the left port has a directional characterstic different from that of the one used on the right port and the two must not be confused. The exhibitor must also furnish his patrons with polarized viewers in order for them to be able to see the film.

Although the Polaroid Company has been working on Vectograph, a single strip system of the 3-D that eliminates many of the projection problems, it has not yet reached a stage of perfection where it can be put into commercial use. Therefore, at the present time here is a list of essential equipment needed to project the twin-projector form of 3-D:

1. A metallic screen.
2. An interlock device for projector synchronization.
3. An additional rectifier or generator.
4. Probably additional wiring.
5. At least four 24-inch reels.
6. Polaroid filters for each projector port.
7. A static master brush to clean the filters.
8. A spirit level to make proper adjustments.
9. Fans to keep filters cool and avoid warping or buckling.
10. Polarized viewers for the audience.

W.D. Matthews In New Motiograph Post

CHICAGO—Motiograph, Inc., announces the appointment of W. Douglas Matthews to a newly created post of vice-president and general manager. The promotion is part of an internal reorganization to achieve better supervision and control of the expanding manufacturing activities of the company.

The duties of Matthews, formerly treasurer of the company, are being taken over by John J. Bullers, accounting head of the firm who will now function as secretary-treasurer.

The company is expected shortly to announce its entrance into a non-theatrical field with a new product under development.



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Watch your "B.A." climb when you install Super Snaplite Lenses. Give your patrons the benefit of pictures at their best. You can't beat the Super Snaplite f/1.7 when it comes to putting a clear, sharp picture on your screen.

Ask your Theatre Supply Dealer about these fine lenses. For more information ask your dealer or write for Bulletin 222.

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TESMA And IPA Sign Contracts As Plans For Industry Convention-Trade Show Progress

NEW YORK—Signing of a contract by Fred C. Matthews and Bert Nathan, presidents respectively of Theatre Equipment and Supply Manufacturers Association (TESMA) and International Popcorn Association (IPA), now brings together four great organizations of theatre owners, manufacturers, dealers in theatre equipment and operators of concessions in theatres in a combined Trade Show at the Hotel Morrison, Chicago, Nov. 6-9. Contracts between Matthews and Jack Kirsch, president of Allied Theatres of Illinois, and general chairman for National Allied in the forthcoming event, had been signed earlier as had an agreement with Ray G. Colvin, executive director of Theatre Equipment Dealers Association (TEDA).

Signing of the contract, which finalized plans that had been under discussion among executives of the four organizations for several months, promises to bring together the greatest assemblage of organizations ever to meet under one roof to settle mutual problems affecting the welfare of theatres.

Two hundred and forty-four booth spaces will be sold at the Hotel Morrison, with 136 on the first floor of the hotel, which will house displays and exhibitions of the new equipment, such as projectors, sound systems, CinemaScope improvements, horizontal VistaVision projectors, Todd-AO projectors, etc. Concessions exhibits numbering 108 will be shown on the third floor exhibition space. Private elevators will connect the floors.

More than 80 per cent of available booth space already has been requested on both floors of the hotel, according to TESMA and IPA, but no booth space will be allotted, by either organization until formal invitations in the form of explanatory brochures have been mailed.

Forums on equipment and concessions will take place during the active business days of the joint Trade Show and conventions.

Matthews and Nathan now are cooperating with Kirsch and Colvin, in formulating business and entertainment plans for convention delegates.

Tom Sullivan, executive vice-president of IPA, and Merlin Lewis, executive-secretary of TESMA also are actively engaged in preparing plans for the business agenda of their organizations' conventions, together with preparing details of the physical operations of the Trade Show, which will be under Lewis' direction, with Sullivan managing the third floor concessions section.

Carl Siegel, Stanley Warner Management Company, will serve as general exhibit chairman for IPA, and he will be assisted by a committee of theatre and concessions buyers.

During the equipment forums, one or two of which will be held, thorough discussions of all new processes, will be led by experts in the various fields, with questions from the floor encouraged.

Speaking of the forthcoming event Kirsch said, "It will bring together under one roof the largest array of theatre equipment, popcorn equipment, supplies, candy concessions and services and will make this Trade Show a veritable Motion Picture Exposition."

Matthews said, "The joint conventions and trade show represents a bargain to all theatre owners. They will obtain ideas on how to operate and equip their theatres from leaders and experts at little more than the cost of transportation to Chicago this coming November. It gives me great pleasure to present an invitation to all theatre owners from every member of TESMA to meet with us at the Morrison this Fall."

Nathan expressed his enthusiasm with the statement:

"This show will be a *must* for every theatre operator and concessionaire whether in the conventional theatre field or in drive-ins. All the latest in food and beverage items as well as machinery and equipment will be displayed for four days.

"Supplementing the exhibition will be daily sessions having specific programs covering concession stand layout, design and management for both indoor and drive-in operations."

Colvin had stated earlier that it was his firm belief that as the Trade Show was planned it offered "opportunity" such as had seldom if ever been presented to theatremen and the others associated in the event.





Fred C. Matthews (left) president of TESMA, and Bert Nathan (right) president of IPA recently signed a contract calling for a combined equipment trade show to be held in Chicago from November 6-9.

SMPTE Hears Record Number Of Papers

CHICAGO—More than 70 technical papers were accepted for presentation at the 77th Convention of the Society of Motion Picture and Television Engineers, April 18-22, at the Drake Hotel, it was announced by Byron Roudabush, convention vice-president. This was the largest number of convention papers ever presented since formation of the Society in 1916.

Although emphasis in the program was on 16mm. films, particularly non-theatrical motion pictures, 35mm. and the new wide-screen processes were not overlooked. A symposium on wide-screen photography was held at the State-Lake Theatre. Included in this session was a paper by Earl I. Sponable and H. E. Bragg of 20th-Fox on "Improvements In CinemaScope" and a paper entitled "The Visitation Process" by Academy Award winners Loren Ryder and Jack Bishop. C. R. Daily, also of Paramount Pictures, collaborated on this paper. A VistaVision demonstration was made using both double-frame and standard-size VistaVision release prints.

Another wide-screen sessicn was held and among the papers presented were "Historical Notes On Large Screens, Wide Screens And Cycloramas; Some Little Known Facts" by Julius B. Postal of Tele-Science Productions, New York; and "Evaluation And Reaction To New Processes Of Motion-Picture Presentation" by Lucien E. Pope, Fox Midwest Amusement Corporation and Richard H. Orear, Commonwealth Theatres, Inc., Kansas City.

An equipment exhibit was held in conjunction with the convention. Seventeen exhibitors displayed the latest in motion picture and TV equipment. Those companies exhibiting were Ampex, Bell & Howell, Camera Equipment Company, Andre Debrie of America, Film Services, Inc., Florman & Babb, Houston-Fearless, Kling Photo Corporation, Motion Picture Printing Equipment, Pathe Laboratories, Precision Laboratories, RCA, S.O.S. Cinema Supply, Stancil Hoffman, Vanguard Instrument Company, Westrex Corporation and Wollensak Optical Co.

Standard Committees Prepare For International Meeting

CHICAGO—A joint meeting of the Standards Committee of the Society of Motion Picture and Television Engineers, and PH22, the American Standards Association committee on motion pictures, was held last week at the Drake Hotel. The purpose of the meeting was to work out the position of the United States delegation to the second meeting of the International Standardization Organization's Technical Committee 36-Cinematography, which will be held in Stockholm, June 11-16.

Among the issues discussed at this policy meeting were such matters as motion picture film dimensions, definition and methods of marking safety motion picture film, screen brightness in theatres and review rooms, location and dimension of magnetic sound tracks, reproduction characteristics of magnetic sound tracks and wide-screen motion pictures.

In addition to the members of the SMPTE and ASA Committees, Axel Jensen, engineering vice-president of SMPTE and head of the U. S. delegation to the Stockholm meeting, and Henry Kogel, SMPTE staff engineer and secretary to the Society's engineering committees, were also present.

The meeting of the policy planning group was held in conjunction with the 77th Convention of the SMPTE.

3-D Viewers At No Risk

CAMBRIDGE, MASS.—Exhibitors will be able to show Universal's new 3-D picture "Revenge Of The Creature" without risk of running out of glasses or getting left with an over-supply, under a new service announced here by the Polaroid Corporation.

"If any exhibitor is on the fence about running the 'Revenge Of The Creature' in 3-D, this should help him decide to do it," according to J. H. Mulhall, in charge of viewer sales for the company. "He doesn't have to call the turn in advance. He can order the number of glasses he is sure of using, to start with. Then if the picture draws better than expected, he can get more glasses overnight as he needs them."

Local supplies of Polaroid glasses, permitting immediate delivery, will be available in exchange centers through RCA Theatre supply dealers and National Theatre Supply branches. Local representatives of the two supply organizations are now rounding up starting orders and asking exhibitors for estimates of likely needs, so stocks will be on hand when the picture opens.

To encourage good projection of the new picture, the company is offering new projection port filters of top optical quality at no charge, pointing out that fuzzy pictures result from filters that may have been of low quality to begin with, or filters that have become soiled and scratched in service.

A limited number of the company's special outfits for keeping 3-D films in synchronization are also being made available without charge. The outfit includes a 3-D Sync Monitor for detecting errors in synchronization and a 3-D Sync Control switch. This switch, wired between the Selsyns of the two projectors, allows the operator to bring the picture back into perfect synchronization merely by turning a knob while the picture is running, without interrupting the show.

Any stocks of Polaroid glasses that have been stored by exhibitors under proper conditions should be fit for service, no matter when they were originally shipped, according to company technicians. They urge all exhibitors, however, to check all stocks left over from previous engagements to make sure lenses have retained their polarization, since glasses of inferior makes may have bleached out and will spoil the show. The company is sending a simple polarization-checker, with easy-to-follow instructions, direct to all theatres booking the picture.

In making the announcement, Mulhall stated, "Polaroid Corporation has a long-term stake in stereoscopic motion pictures. Properly shown, with good filters, good synchronization and good glasses, 'Revenge' can be another money-maker like the original 'Creature From The Black Lagoon' and another demonstration of the drawing power of 3-D."



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Compact 30-Ton Air Conditioning Unit

BROOKLYN, N. Y.—A new 30 ton self-contained air conditioning unit, claimed to be the most compact unit of that capacity in the industry, is now being manufactured by the Typhoon Air Conditioning Company, Inc., it was announced by Mark E. Mooney, Typhoon's vice-president in charge of sales.

An important feature of the new unit is that it is the only packaged unit of such capacity to have its machinery entirely free-floated on springs and in no way in contact with the cabinet, it is claimed. This construction reduces operating noise level to a minimum, and permits installation of the unit in many places where noise and vibration problems might ordinarily make a 30 ton application inadvisable.

The 30 ton unit is designed for application as a free-standing air conditioner, or with ductwork as a central system. It features flexibility so far as installation with ductwork is concerned, since it may be applied with air intake at the front or the rear, with air outlet at the front or the rear, or with discharge at the top of the unit. In free-standing applications, it may be conveniently split for remote installation of the high side, with the cooling section suspended from the ceiling or recessed flush with an interior wall of the building.

The cabinet of Typhoon's new 30 ton model is formed of 14 gauge furniture steel, in wrap-around sections which are reinforced with triple thickness at critical spots to insure long life and rigidity. Its dimensions are 92 by 84 by 45 inches.

Equipped with an all-copper condenser, two full-width blowers, and an open type compressor, the 30 ton unit may be furnished with capacity control to adjust machine capacity to varying cooling load requirements. This means that, when its full 30 tons of cooling capacity are not needed, the unit will perform at lower capacity, with resultant savings in operating costs.

Another important feature is that, while many packaged units of the higher capacities are required by law to be operated by licensed stationary engineers, the full charge of Freon 12 in Typhoon's 30 ton unit amounts to less than 50 pounds of refrigerant, and thus no licensed operator is needed, the company stated.



20th-Fox Building C-Scope Theatre In Israel

NEW YORK—Construction of the first American-built theatre in Israel will get underway in Tel Aviv this July by 20th-Fox as part of the company's international theatre building program, it was reported last week.

A completely modern theatre, it will seat 2,000, be air-conditioned, and equipped for CinemaScope and full, four-track magnetic stereophonic sound. It was also revealed that another deluxe house will be constructed in the city of Haifa within a period of two years.

usAIRco Announces Price Increase On Packaged Central Station

MINNEAPOLIS—A price increase of approximately six per cent on most models of its RK-type preassembled central station equipment was announced by the United States Air Conditioning Corporation.

The price rise was necessary for maintenance of equipment quality in the face of increasing material, component and labor costs, according to R. D. McLain, manager of RK sales for usAIRco.

Equipment covered by the increase includes RK factory-built central station air conditioning plants with built-in evaporative condensers; DRK units, with dual refrigeration circuits, and RKW units with shell-and-tube condensers.

Single Phase Selenium Rectifier Now Available From Strong

TOLEDO, O.—A single phase selenium plate rectifier designed for the efficient operation of projection arc lamps burning 10mm. and 11mm. regular carbons and 10mm. Hitex carbons, is now being marketed by the Strong Electric Corporation it was announced last week.

The new rectifier was developed, it was said, to fill the need of drive-in theatres that use powerful arc lamps, but find it uneconomical to use three phase current.

Some of the features to be found in this Strong single phase rectifier are moisture-proof selenium units, remote control relays, an air-flow protective device, large fan ventilator, and taps to provide adjustment to compensate for supply variations through a range of 10 per cent above or 10 per cent below the rated A.C. input voltage throughout the output rating range.



The new Strong single-phase selenium rectifier was designed to fill the power needs of drive-ins that find it uneconomical to use 3-phase power.

Lighting The Theatre

(Continued from page PT-6)

Second, the level of illumination can be adjusted to provide adequate illumination during the show for safe circulation.

As in the lobby, reflector color lamps offer many opportunities for color modeling in the auditorium. Managers of many smaller theatres are using reflector color lamps during intermissions to light the stage curtains, as well as the curtains on the auditorium walls. A three-color system with lamps on six-inch centers is one method. In this case, lamps should be at least 18 inches from the curtains for a reasonably smooth lighting effect. These lamps have also been used advantageously in many older theatres for footlights. This is particularly true in footlights which contain no individual reflectors; those that are merely a wire-way with sockets on three-inch to six-inch centers. While additional shielding is sometimes necessary, the combination of an adjustable or swivel socket extension and a reflector color lamp provide a more efficient and economical system than the older dipped or natural-colored lamps. This same combination is also good for trough-type border lights. Stage lighting equipment using PAR and R lamps (border lights, strip lights, and spotlights) is available. Reflector lamps may also be used in other types of border and footlights, but the economies of the particular situation should be considered before a change is made. Despite the longer rated life and the convenience of the reflector lamps, it may be more economical to use regular lamps with reflectors and roundels or gelatine.

Other Uses

R-52 lamps, in appropriate housings, mounted on the gridiron are well suited as fly-loft work lights. PAR-56 floodlamps and smaller reflectorized lamps are also convenient as portable work lights for janitors and maintenance men. A theatre on the west coast uses PAR-56 floodlamps for a very unusual janitor's work light. A bank of lamps is placed in the aisle and aimed along the floor under the seats, making it easy to see and to work. Many maintenance men are using R-40's or PAR-38's either in clamp-on sockets or on a small portable stand. This type of equipment is convenient for providing the light necessary to repair seats or carpet and to do the many other odd jobs which are necessary.

EXTERIOR

The PAR line of lamps have a great many uses outside the theatre besides the entrance. Outside an exit, a PAR-38 lamp will provide enough light for patrons leaving the theatre. The rugged bulb is not too easily damaged or broken. PAR-56 floodlamps may be mounted on the top of the building to light an exit alley, where a narrow shaft of light is needed.

** This material is part of an article prepared by George T. Howard of the Lamp Division, General Electric Company, and originally published in the 12th Edition of the Annual* THEATRE CATALOG. *Those wishing further information on this subject should consult pages 154-161 of* THEATRE CATALOG.

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Cut Along Dotted Line

D-I Screen Features A New Design

WALTHAM, MASS.—A new design in drive-in screens, said to increase light intensity up to 200 per cent has been introduced by the Bettinger Corporation.

The new screen, called Reflectoscreen, is a specially treated porcelain enameled surface with tiny glass beads fused into the surface. It will withstand the most rigorous weather conditions, and because of greater reflectivity, enable earlier showings in daylight saving areas, it is claimed.

Reflectoscreen is made by firing glass beads at high temperature onto a white porcelain surface by means of a special ceramic paste.

Due to the inorganic nature of the Reflectoscreen surface, it is said to be impervious to the elements, and to water and cleaning solvents that may be used in cleaning projection screens. The finish is so durable that under extreme conditions in industrial atmosphere it may be steam-cleaned if necessary without risk of damage, according to the manufacturer.

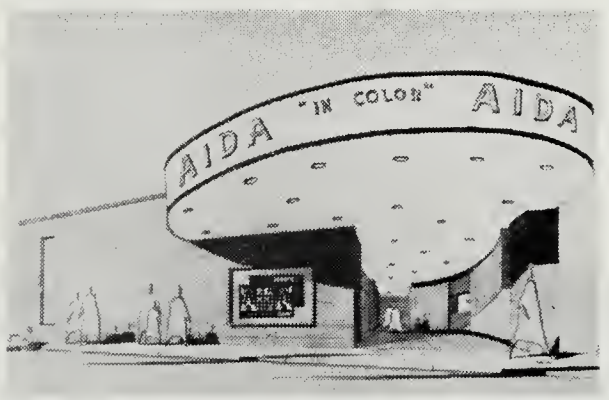
Reflectoscreen was developed over a three-year period of research, and is available in two by five-foot panels (special sizes available when needed) suitable for mounting on new screen towers, or to cover existing screen surfaces, whichever the situation demands. The material sells for approximately two dollars per square foot.

Due to the diffusing reflective characteristics of Reflectoscreen, surface picture quality on the side ramps of outdoor theaters is as good as in the center, thus providing the opportunity of enlarging the capacity of the drive-in.

Altec Service For 17 20th-Fox Screening Rooms

NEW YORK—Consummation of a contract was announced last week by L. D. Netter, Jr., sales manager of Altec Service Corporation whereby Altec will provide technical services for sound equipment in 17 20th-Fox screening rooms throughout the United States.

Negotiated by Netter with E. McFarland, representing the 20th-Fox organization, the contract, effective April 1, 1955, calls for the services of Altec field engineers in connection with sound equipment in 17 screening rooms of 20th-Fox exchanges in key cities, together with the projection room on the sixth floor of the home office, and the two rooms used by Fox Movietone News, at the 10th Avenue studios.



Seen is the architect's drawing of the newly remodeled Kenmore, Boston. The theatre now boasts of a new marquee, boxoffice and brick facade. Fire damaged the house last December.

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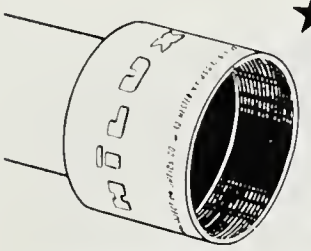
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The Right Light For The Job

(*Continued from page PT-10*)

to make a mistake or become confused in trying to reach the boxoffice from the highway. Conventional street lighting equipment is one method of lighting approach ways. Fluorescent street lights are particularly well suited. Controlled beams from spot or floodlights high on the screen tower are another method, provided the screen tower is near the entrance. Care must be taken, however, to insure that light from these units does not bother patrons or passing motorists. Low mushroom units or other ornamental units along the edge of a drive will also mark it so that the motorist knows where he's going. These should be no farther than 25-feet apart, and even closer on the outside edge of turns. Garden lighting techniques offer a fourth possibility. Trees along the roadway can be silhouetted by placing PAR-38 floodlamps behind the trunks and directing the light up into the foliage. Or, trees and shrubbery may be lighted directly from in front to provide a lighted hedge along the approach way. Mercury lamp floodlighting provides a distinctive color which is appropriate on foliage. Care should be taken in floodlighting large trees so that they do not become a distraction for patrons inside the drive-in.

As the car approaches the boxoffice, the driver should be able to see and identify the ticket seller. A PAR-38 or PAR-46 spotlamp aimed at the ticket seller's position will immediately identify this individual. An R-40 spotlamp should be aimed at the driver's window of the car to help the driver count his tickets and change. It will speed up traffic through the entrance.

Aids Parking

After the patron has paid his admission and has been asked to turn off his lights, the drive-in operator is responsible for enabling him to get safely to a parking place. Well-shielded reflector lamp downlights along the inside of the fence are a good method of lighting the roadway, at the same time permitting the patron to adapt his eyes to the semi-darkness of the parking area. Lighted ramp markers and portable directional signals are also available to help direct traffic.

Natural moonlight from a full moon on a clear night (0.025 to 0.03 foot-candles) is usually considered adequate for general illumination in a drive-in theatre, and would be enough light to guide the patron into an empty parking place once he was on the correct ramp. The drive-in operator has no control of "natural" moonlight, however. To provide drive-ins with a constant level of illumination during the show an artificial moonlight system has been developed. A 100-foot metal pole is erected at the center of the last ramp with a number of floodlights located at the top. Two of these, directed at the center of the parking area, contain 500-watt daylight lamps behind green cover glass; two which are directed at the sides of the parking area have 300-watt lamps and amber cover glass. These two groups of lamps are used during the show. The combination of colors is pleasant and the result is subdued enough to avoid distraction from the picture. The imposing height of the poles and the shafts of light add a much needed dramatic effect, actually giving the feeling of shafts of moonlight. While reflected light from the screen takes care of the front ramps, the moonlight system solves the problem of lighting the rear ramps. This system provides an artificial moonlight which is superior to natural moonlight because it is constant in light output, and practically no light falls on the screen.

Emptying The Drive-In

At the break and at the end of the last show extra illumination is needed to facilitate the patrons finding the concession area, as well as emptying the drive-in. The old practice of locating floodlights on the screen tower to light the parking area creates an unpleasant effect and uncomfortable glare. The tower for the moonlight system is a much better location and three 1,000-watt floodlights can do an adequate job. A supplementary lighting system is also desirable. Lighting for the safety of fast moving automobiles at the exit can be provided by PAR-38 floodlights on the top of the fence aimed downward and in the same direction as the flow of traffic. These lamps will also indicate the direction of the exit to the motorist who is still on the ramp. A PAR-56 spotlamp will help protect the person directing traffic, both at the drive-in exit and in the street outside.

Concession Building

Spotlamps on top the screen and moonlight towers and directed at the concession building will provide the light necessary for identification of the snack area of the drive-in. (One for every 20 square feet of outside wall area). Another method is the use of R-40 downlights around the outside of the concession building. 150-watt reflector lamps are placed on three-foot centers under the outer edge of the concession building canopy, aimed 25 degrees from the vertical. If these lamps are on a dimmer control, they may be dimmed to a suitable level during the picture to retain emphasis without annoying brightness.

Lighting of the interior of the concession building of the drive-in theatre is similar to the snack bar of the regular theatre, the same techniques as in stores. In addition to general illumination, spotlighting can accent displays. Adjustable PAR lampholders may be built into the ceiling to provide flexibility for changing displays. Bullet type housings for reflector lamps may be suspended from the ceiling, and provide an attractive method of supporting R-40 spotlamps. By aiming the spotlights at high profit items—the merchandise that you want to sell—turnover can be improved and profit increased.

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A. Stanley Pratt, chief engineer of British Acoustics Films, Ltd., London, is seen with W. B. Gero (left) manager of commercial lighting for Westinghouse Lighting Div., and W. R. Wilson (right) of the lamp section. Pratt is examining a standard projection lamp, and a new Xenon-gas high intensity projection lamp is seen on the table. Looking on is Samuel Meister, of Westinghouse Electric International Company, N. Y.

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This and That Around the Trade

The Altec Service Corporation was represented at the recent Theatre Owners of North and South Carolina convention, in Charlotte, by H. M. Bessey, executive vice-president; Marty Wolf, assistant sales manager, from New York; M. G. Thomas, Atlanta division manager, and Bruce Mewborn, Atlanta branch manager . . .

. . . **The Superior Electric Company is offering a new 12-page booklet describing different types of light control units. Entitled "Packaged Luxtrol Control Equipment," the booklet will be made available to distributors and users of commercial-type light controls throughout the United States . . .**

. . . In a series of high level changes Alexander M. Poniatoff was elected Founder and Chairman of the Board of Directors of the Ampex Corporation recently. G. I. Long was named to replace Poniatoff as president. Also, T. Kevin Mallan was named vice-chairman of the board of the firm which produces magnetic tape recording equipment . . .

. . . **A new-type Griggs theatre chair was recently announced by the Engineering Products division, Radio Corporation of America. The new chair, designated model 71MBW, is a fully upholstered, short-back type featuring a fully compensating manually operated steel ball-bearing hinge. The new chair is available at all RCA supply dealers . . .**

. . . Ed Lachman, president of Carbons, Inc., has been on a trip through the South and West discussing and demonstrating the newly developed large cored Lorraine super-charged Orlux carbons. During his trip Lachman visited a number of exhibitor conventions . . .

. . . **Arthur Hatch, engineering vice-president of Strong Electric Corporation, presented a lecture on the new Strong projector arc lamp at last week's meeting of the 25-30 Club, Inc., at New York's Capitol Hotel . . .**

. . . In the company's annual report Hermann G. Place, president of the General Precision Equipment Corporation revealed that the sales of motion picture theatre equipment and supplies were the highest in history during 1954. Place also told stockholders that GPE expects to see an increase of competition in theatre equipment sales during 1955 . . .

. . . **The International Seat Corporation is now selling its chairs through individual distributors, having previously been distributed for many years through the RCA sales organization. Dave Dewey was recently named by International to head the new dealer sales organization . . .**

. . . The 37 by 66 foot screen installed in the New York Paramount was made by the Stewart Trans-Lux Corporation. Known as the Luxuria seamless, the company reported that it took a crew of 15 men three weeks to make the necessary preparations for the Paramount screen installation.

Radiant Introduces New, Low-Cost Screen

CHICAGO—Superama, a new, low-cost, fully guaranteed theatre screen said to feature more projection advantages than many higher priced screens now in use, was announced by Radiant Manufacturing Corporation.

"Superama is not merely a novel development," comments Radiant vice-president, A. W. Wertheimer, "it is the combined result of several years of intensive research and development, bringing together in one versatile fabric improvements never before available in a seamless-constructed screen at so low a price."

Electronically welded into one uniform surface through a controlled thermal process, no seams can be detected in the Superama fabric, according to the manufacturer. This process is also said to assure a rugged, dependable and flexible fabric throughout. It is guaranteed to be tear-proof and to provide long, efficient service.

"Electronicam" System New Tool For Motion Picture Production

NEW YORK—A new tool for motion picture producers and directors was revealed last week with the unveiling by Allen B. Du Mont Laboratories, Inc., of the Du Mont "Electronicam" TV-Film System.

The demonstration of this system, a blending of electronic television and motion picture cameras with a common optical system, revealed it is now possible for producers, directors, and others engaged in film production to follow action, as the camera sees it, on large screen television monitors set up on the studio floor.

The "Electronicam" is applicable to wide screen systems such as CinemaScope, VistaVision, Todd-AO and Cinerama, it is claimed. The camera accepts both standard black-and-white and color films, and the system may be used with 16mm. or 35mm sizes.

The "Electronicam" system, it was believed, would find wide application in the motion picture field as a supplement to existing techniques.

Raytone Screens Using A New Formula

NEW YORK—A new formula in the manufacture of the Raytone Hilux screen which, "licks the problem of excessive drop-off on metallic surfaces," was revealed by Sol Shurpin, president of the Raytone Screen Corporation.

Shurpin stated that the formula was developed after almost two years of research and field tests. It was also revealed that all Raytone Hilux screens delivered during the past few months have been made using the new formula at no increase in price.

Although the problem of getting brightness either in the middle or the sides of a metallic screen was always fairly simple, the company stated, the newly developed formula now makes it possible to obtain a uniformly bright surface. There were said to be no plans to increase the price of the improved screens.

Williams Reduces Screen Price

AKRON, O.—The all-purpose silver screens made by the Williams Screen Company are now available at a reduced price, according to a statement from H. C. Williams, company president.

Williams stated that price reduction was made possible because of the mass production facilities in the company's two plants.

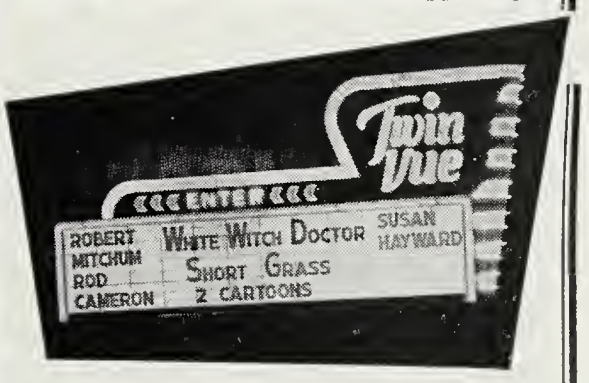
The special embossed surface of the screen, according to Williams, furnishes excellent light distribution and the infrared baked finish is tough, durable and resistant to moisture and salt air.

RCA Expands Theatre Carpeting Line

CAMDEN, N. J.—Expansion of the RCA theatre carpet line from six to 29 different grades, which meet the quality and budget requirements of all types and sizes of motion picture houses, was announced by the Engineering Products division.

The 23 new grades are incorporated among RCA's six basic carpet types to provide each type with a broader range of pile heights and price differential, according to M. J. Yahr, manager, RCA Theatre and Sound Products.

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NEWS OF THE Territory

BRANCHES

Atlanta

Jimmy Bello, sales representative, Astor and Capital, was off for a sales trip to Florida. . . . Ben Jordan and Jimmy Campbell, sales representatives, Allied Artists Southern Exchanges, were in for a sales meeting with branch manager Jimmie Hobbs. . . . Ed Stevens, president, Stevens Pictures, was back after a trip to Florida. . . . Pete Howell and George Cothran, Allied Artists Southern Exchanges, were back after a fishing trip to Florida.

Jack E. Cay, Jr., "an alert citizen of discerning mind and great energy in working for good things," is the 1954 recipient of the Lucas Theatre Company, Savannah, Ga., trophy, which is awarded annually to the Savannah man who has done "the most worthwhile things for the city."

Ed Stevens, president, Stevens Pictures, was off for a trip to New York. . . . Jimmy Bello and president William Richardson, Astor and Capital, were back after a business trip from the city. . . . Abe Brown, owner, K and B Soda Company, is still in the hospital.

Dick Treccase has taken over the managership of the Wometco Sunset, South Miami, Fla. . . . Homestead, Fla., will soon have two new drive-ins by the Hoover Enterprises. The cost for both will be approximately $500,000. . . . R. C. Bobby Cobb, owner, Fayette, Fayette, Ala., has opened his Double Spring Drive-In, with Floyd Garrison, formerly of Haleyville, Ala., as manager.

Mrs. Ralph Murphy, owner, Park, Sevierville, Tenn., has installed CinemaScope. . . . A freak tornado that struck hit and miss in the eastern section of Savannah, Ga., destroyed the huge screen of the Victory Drive-In and badly damaged the adjoining ticket booth and concession stand. Damage was estimated by Andy Sullivan, city manager, Dixie Drive-In Theatres, at $20,000.

Adults and kids were admitted free as the Auburn-Opelika Drive-In was opened for the season. . . . The Martin Theatres, Columbus, Ga., plans to reopen the Rialto there following extensive remodeling. . . . The Martin Circuit's Crisp, Cordele, Ga., has installed CinemaScope. . . . The showing of "Garden of Eden" at Pensacola, Fla., caused the arrest of manager Marvin L. Brewton, Twin Air Drive-In, and Bill Emerson, operator. The film was confiscated by sheriff R. L. Kendrick. Bonds were set at $1,000 for each.

Jimmy Roberts, manager, Toddy Pictures, and his sister, left for a trip to New York. . . . The officers, board members, and committee heads of the Atlanta Club, Women of the Motion Picture Industry, were entertained at a dinner at the home of Miss Grace Woolley. Miss Marie Pinkston was co-hostess. The April board meeting was held, with Mrs. Betty Rory presiding. Mrs. Laura Kenny, past president, presented the charter and installed the officers of the Jacksonville club at the Roosevelt Hotel.



Richard Todd recently arrived in Atlanta on the southern swing of a cross-country personal appearance tour on behalf of 20th-Fox's "A Man Called Peter," and was greeted by Harry Balance, 20th-Fox southern division manager. A feature of Todd's visit was tea given in his honor at Agnes Scott College, of which authoress Catherine Marshall is an alumnus.

Funeral service for Mrs. G. B. Pennington, Mobile, Ala., sister of O. S. Barnett, office manager, Allied Artist Southern Exchanges, was held in Washington, Ga., on April 13. . . . The Atlanta Board of Review has banned MGM's "The Blackboard Jungle." MGM officials said that no reason was given for the refusal. A spokesman for MGM intimated that the company will take the board's ruling to court. Mrs. Ed A Gillam, Atlanta's censor, likewise refused to reveal the board's reason for the permit refusal.

The Cherokee, Gatlinburg, Tenn., has installed CinemaScope. . . . Hap Barnes, ABC Theatrical Enterprises, is doing the booking for the Family Drive-In, Clarksville, Tenn. . . . Berny Sweeney will open his Bonnet Drive-In, Louden, Tenn., about May 1 with 300 cars. . . . O. C. Alexander, sales representative, Wil-Kin Theatre Supply Company, has sold carpeting to the Weis, Savannah, Ga. . . . The Blue-Sky Drive-In, LaFayette, Ga., owned by J. P. Edge and Dr. T. A. Cochran, has opened with equipment sold by Wil-Kin Theatre Supply Company.

There are now 472 theatres and drive-ins operating in Georgia. . . . The Tavernier Drive-In is being built by Major and Mrs. Robert L. Duncan, with 500 cars. . . . The Hi-Way Drive-In, Lanett, Ala., moved back 15 feet to make room for a new four-lane highway. . . . R. L. Bostick, vice-president, National Theatre Supply, Memphis, was in the local office for a sales meeting.

Donald Howell, Capital City Supply Company, was back at his office after a honeymoon trip to Florida. . . . Jimmie Gillespie, 20th-Fox publicity chief, was in town for the showing of "A Man Called Peter."

Five years ago it all began, the first Old Newsboy's Day. Since then it has become a tradition that the Variety Club and Atlanta Newspapers, Inc., join hands in putting on a whopping one day charity campaign for the benefit of the cerebral palsy clinics. The fifth such Old Newsboy's Day is now set for May 13. Mike Benton, former president, Southeastern Fair, will have charge of the parade.

Kenneth L. Wilson, station WGST, was the lucky winner at the Midnight Supper Club. . . . James Cagney was guest of

WOMPI Branch Installs Officers

JACKSONVILLE—Officers of the city's new WOMPI unit were installed here in the Mayport Room of the Roosevelt Hotel at a banquet attended by a large group of men and women from distrbutor branch offices, theatre circuits, and booking agencies.

The brilliant social occasion was preceded by a cocktail hour in the Variety Club which was sponsored by ABC Theatrical Enterprises, Exhibitors Service, the Ritz, Arvin Rothschild, Florida State Theatres, Dixie Drive-In Theatres, Carl Carter, Floyd Theatres, and the Five Points.

Janice Claxton, MGM, was installed as president by Mrs. Laura Kenny, WOMPI leader from Atlanta, who is on the staff of United Artists.

Other officers installed by Mrs. Kenny were Neva Taylor, Normandy Outdoor, first vice-president; Sarah Keller, MGM, second vice-president; Doris Posten, United Artists, recording secretary; Pat Tufano, United Artists, corresponding secretary; and Norma Cole, Paramount, treasurer.

Seated on the board of directors were Mamie Newman, Talgar Theatre Company; Marian Stowe, Paramount; Betty Loop, Dixie Drive-In Theatres; Edna Cox, Exhibitors Service; Margorie Roberson, Florida State Theatres; Gretchen Knight, RKO; and Anita McDaniels, 20th-Fox.

Other Atlantans assisting with the installation were Linda Burnett, United Artists, and Edyth Bryant, National Screen Service.

The banquet opened with an invocation by the Reverend George B. Warren, followed by a welcome address by Mrs. Genelle Beaumont, Paramount. Fred Hull, MGM branch manager, introduced the speakers, and Ted Chapeau, WMBR-TV official and member of the Variety crew, served as guest speaker.

Enjoyable entertainment was provided by a troupe of dancers from the Fred Astaire Dancing Studio. The evening was also observed as a "bosses night," for many employers of the WOMPI members attended as guests. Judge May, editor, Florida Times-Union theatrical pages, represented the press.

Important Announcement To Drive-In Theatres!

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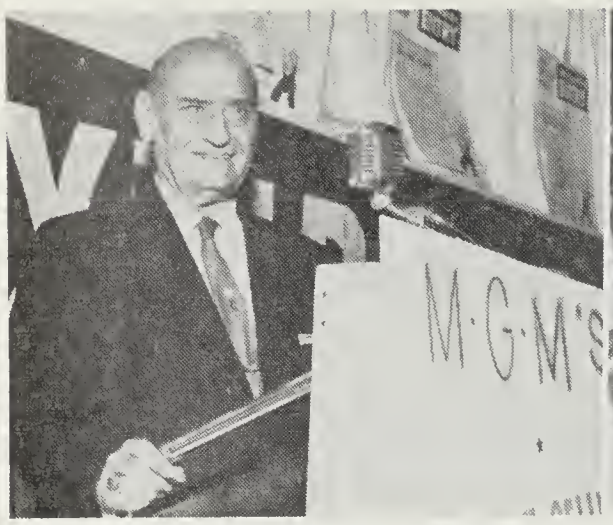
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Marrero, La.

Southern Distributor







The 14th in the series of MGM Ticket Selling Workshops was held recently in Charlotte, with 418 exhibitors turning out to discuss what makes the movie boxoffice tick. On the left is Jacques ReVille, MGM Charlotte manager and host; in the center is an overall shot of the grand ballroom of the Charlotte Hotel, where the meeting was held; and, right, Judson Moses, MGM field division press representative, who spoke on the company's 33 aids to exhibitors.

honor at the Variety Club monthly meeting. . . . Jimmy Bello, special representative with president William Richardson, Astor and Capital Film Exchange, checked in at their office after a business trip to Tennessee. . . . Louie Strickland Film, Inc., was back in his office after a business trip from the city. . . . We are glad to see B. D. Benton on the Row after several months of illness.

Irving Shiffrin, field publicity man, Allied Artists, was in working on the publicity for the Southeastern Movie Festival May 15-17 at the Atlanta Biltmore Hotel. . . . Cambridge Productions will start on May 15 at Miami, Fla., "Deep Six," a theatrical feature to be photographed in the Caribbean over the wreck of a Spanish ship believed sunk about 300 years ago. Cambridge, which has offices in Miami and Hollywood, will shortly start building a studio in Florida. . . . Ben Jordan, Allied Artists Southern Exchanges, was in for a sales meeting.

Charlotte

A Charlotte agent of a motion picture company has hit it lucky on the Irish Sweepstakes. David K. Phillips said he received a $1,537.46 check from the sweepstakes committee. His prize came from last year's Grand National. It was delayed because Phillips lost his ticket, but, after trading letters and affidavits with operators of the annual Irish classic, the Columbia booker finally received his reward. . . . The Fox reopened under the direction of the Atlas Promotions, Inc., Bud Parry, promotional director, announced. Atlas Promotions, Inc., was organized to undertake reopening of the Fox which has been closed for nearly two years and has been used in recent months for occasional productions only. Parry said the theatre has been refurnished with new tapestries and a new sound system. He said the interior has been repainted in pastel shades. Parry will serve as manager.

David Williams, salesman and manager, IFE office here, has returned after visiting the western part of North Carolina calling on all accounts in that area. . . . Eddie M. Marks, manager, Center and Manor, has been transferred by the Stellings and Gossett Theatres to Wilmington, Del. In Wilmington, Marks will manage four drive-ins and one indoor theatre. William Primm, who has been manager, Manor, has been named manager, Center, and Ben Harton, former assistant manager, Manor, has been named Manor manager.

Queen City Booking Agency is now handling Cary, Cary, N. C., owner, Box Anderson. . . . Charles Hunsuck, salesman, United Artists, visited the Colonial Circuit, Valdese, N. C., and the Statesville Circuit, Statesville, N. C. . . . United Artists has a drive week on during July 1-7. Their aim is to place a United Artists feature on every screen in the territory during that particular week.

Howard Anderson, Anderson Circuit, Mullins, S. C., was in buying and booking for his theatres. . . . United Artists screened "Purple Plain" for exhibitors at the 20th-Fox screening room. . . . Hugh Sykes returned to his home after being a patient in Presbyterian Hospital. Sykes operates the Queen City Booking Agency.

The WOMPI luncheon was a success. The following were elected that day to serve as officers for 1955-56: president, Myrtle Parker, Paramount; first vice-president, Gladys Hawkins, Wilby-Kincey; second vice-president, Rosaline Hutton, Columbia; corresponding secretary, Margaret Baker, Wilkin Supply Company; recording secretary, Mildred Hoover, Paramount; treasurer, Mildred Warren, 20th-Fox.

Jacksonville

Harry Botwick, Miami, Fla.; James L. Cartwright, Daytona Beach, Fla.; and Frank Bell, Tampa, Fla., attended a Florida State Theatres conference of district supervisors at the FST home office. . . . Byron Adams, United Artists district manager, Atlanta, came down for a round of meetings.

French Harvey, FST advertising manager, in cooperation with Jack Wiener, MGM exploiteer, prepared attractive booklets of advertising instructions for circuit-wide use by FST theatre managers for advance campaigns on bookings of "Blackboard Jungle" and "The Glass Slipper." . . . Hundreds of doctors and nurses attended the nation-wide closed circuit TV program at the Florida from Ann Arbor, Mich., which revealed accomplishments of the Salk anti-polio vaccine. . . . In New York City for film transport conferences was Frank Benton, Benton Brothers Film Express, and Lex Benton, Atlanta, was in town for several days. . . . Film salesmen in from the road included Jerry Jernigan, U-I, and Harvey Reinstein, Buena Vista.

Bolivar Hyde, Lakeland, Fla., treasurer, Talgar Theatre Company, was currently doing a fine job to promote Florida participation in a Southeastern Movie Festival from May 16 to June 16, in cooperation with Alabama and Georgia exhibitors and distributors. Hyde has been urging full support for the coming campaign to reverse the present trend of ebbing patronage at the state's motion picture theatres. At Hyde's urging, a group of north and central Florida exhibitors and distributors overflowed the offices of Buford Styles at the U-I exchange and pledged their enthusiastic support to the drive. Distributors said they would supply extra prints of selected new feature pictures during the Festival, and efforts were planned to bring the finest Hollywood stars available to Atlanta, Birmingham, this city, and other points to kick off the drive and to insure support from mayors, governors, women's groups, newspapers, and radio and television stations. All exhibitors at the local meeting received order blanks for Festival trailers prepared by Filmack, ad accessories from The Cato Show Printing Company, and radio tapes from Ronnie Otwell, Columbus, Ga.

FST News Notes: Louis J. Finske and LaMar Sarra, FST vice presidents, left on a business trip to Miami. . . . Executive Joe J. Deitch returned from a tour of duty in south Florida. . . . Tom Gerard, FST booker, was the honor guest at a surprise birthday party in the company home office. . . . Making a field trip were Bob Harris, general manager of concessions, and his assistant, Norris McCollum.

Fire destroyed the Princess, Mount Dora, and a grocery store during busy Saturday night shopping hours. About 100 patrons in the theatre filed out in orderly manner and there were no injuries. The fire started in a refrigerator of the grocery store.

New Orleans

Page Baker, Theatres Service Company, has taken over the buying and booking for A. J. Broussard's Bruce, Chief, and Trail Drive-In, Crowley, La.; Aucoin and Pratt's Colonial Drive-In, Thibodaux, La.; and George Conrad's indoor Dixie, Thibodaux, La. . . . H. Solomon, McComb, Miss., operator, Marion, Columbia, and Star, Tylertown, Miss., was in to confer with his buyer and booker, Page Baker, Theatres Service Company. . . . George Pabst, UA district manager, returned from

a visit with the management of the Dallas branch.

New Orleans, the city of parades and in recent years becoming a city of movie premieres, is eagerly looking forward to one of the greatest when Joy N. Houck, head, Joy's Theatres Inc., and for the past years in the ranks of producers, will world premiere his latest production and most lavish effort, "Kentucky Rifle," at the Fenchtama on April 27 with three of the stars, Chet Wells, Lance Fuller, and Cathy Downs also going with Houck and his management meeting and greeting the public. Following the premiere, the picture will have saturation bookings in 80 theatres throughout Louisiana and Mississippi, set by Lippert.

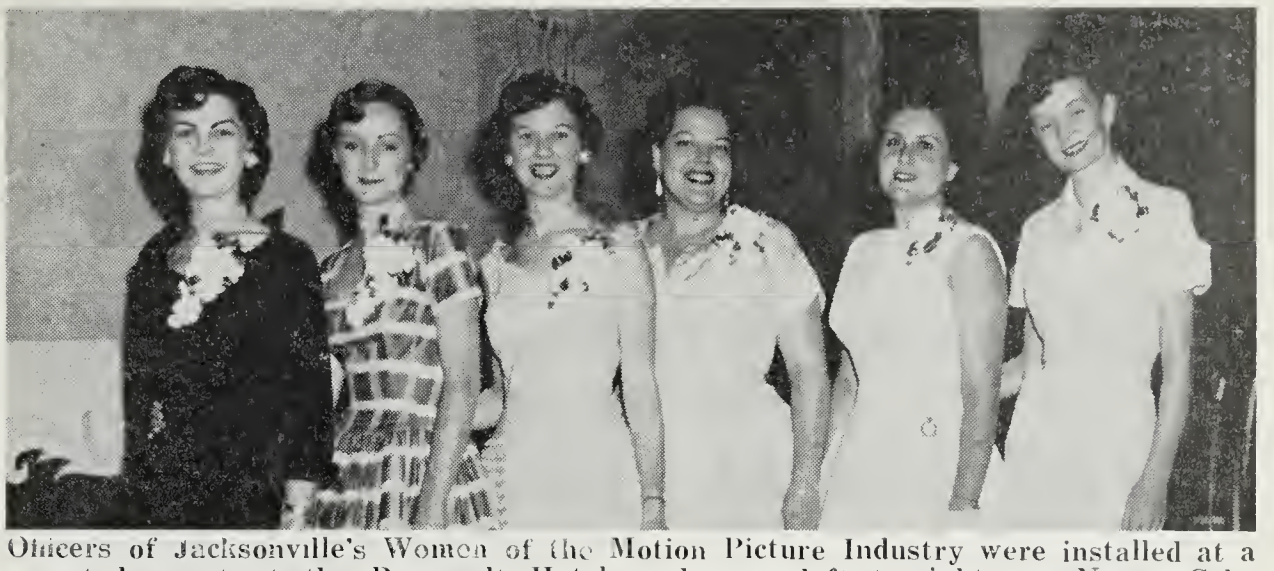
The WOMPI bosses' luncheon will be held on May 18 in the Blue Room at the Roosevelt, and Ben Pitts will be guest speaker. . . . Also coming up in May is a party at the home of Little Sisters of the Poor. . . . Another WOMPI event in May is the spring dance, slated for May 13 at the Arrow Room on Jefferson Highway. A prize is in store for the WOMPI selling the most tickets.

L. C. Montgomery, president, Delta Theatres, Inc., operators, Joy, is back after a two week trip in Utah in the interest of Crescent Uranium Company, a local organization of which he is president. . . . L. D. Powers, booker, Leo Bounds Theatres, Texarkana, Tex., was here on a three-day buying and booking trek. . . . Arthur Jumonville who holds the reins of the Center, Franklin, La., and the former owner, Bill Lighter, Pass Christian, Miss., made the rounds together. Lighter was buying and booking for his Arcade, Patterson, La., and St. Mary's Drive-In and Ber, Berwick, La.

Melvin J. Price, DesAllemands, La., operator of 16mm. theatres in nearby hamlets, called on manager F. H. Hein, Stevens Picture Exchange. . . . Mr. and Mrs. E. W. Brundell, Brundell's "Temple of Mystery" stage show, are back in the territory after a successful fall and winter trek in Florida and the eastern coast states. They are equipped with a large portable stage to play drive-ins and theatres with wide screens.

Don Kay, interested in Rebel Productions, checked in after an extended trip throughout the midwest in the interest of their "Naughty New Orleans." . . . Mr. and Mrs. Freddie Goodrow and children were in from Thibodaux, La., to spend the Easter holiday with the F. F. Goodrows. . . . It must have been a great disappointment for the thief or thieves who broke into the Lyceum by a rear entrance to find the concession supplies case and locker and the office securely locked and no take in the cash drawer. . . . Al Guidry assumed Bob Conrad's interest in Evangeline Drive-In Corporation, operators, Hub and Twin, Lafayette, La. Others interested in the two projects are E. R. and R. A. Sellers and Milton Guidry.

Milton Dureau, president, Masterpiece Exchange, planed to Memphis to confer on important distribution deals. . . . Emile Savini, Astor home office, New York, here on business, advised that Astor has negotiations underway for new distributors of their product in the New Orleans and Memphis territory. Frank Ziegler, manager, Dixie Films, former distributor, says that his bosses, O. K. Bourgeois and Mrs. John Jenkins, Dallas, have relinquished the franchise in order to give all attention to independent product purchased outright and to pictures they plan to produce.



Officers of Jacksonville's Women of the Motion Picture Industry were installed at a recent banquet at the Roosevelt Hotel, and seen, left to right, are, Norma Cole, treasurer; Sarah Keller second vice-president; Janice Claxton, president; Neva Taylor, first vice-president; Pat Tufano, corresponding secretary; and Doris Posten, recording secretary.

George Stout reopened the Bee, Krotz Springs, La., completely re-equipped including CinemaScope and stereophonic sound. . . . Joy N. Houck, president, and Harold Shambach, office manager, Joy's Theatres, are back from Temple, Tex., where they met with managers of their Texas theatres. . . . George Pabst, UA district manager, visited the Dallas exchange. . . . Henry Glover, Allied Artists pilot, and family spent the Easter holiday with Mrs. Glover's family in Florida.

Mrs. Jeanne R. Claybrooke is back at her post as Page Baker's secretary, Theatres Service, after a three-week hospital and home confinement because of major surgery. . . . Recent high winds caused many drive-ins both in Mississippi and Louisiana to shut down operations because of damages to screen towers. Among those who reported suspending operations were Hub, Foley, Ala.; Joy, Minden, La.; Broadway, Hattiesburg, Miss.; and the Vicksburg, Vicksburg, Miss.



Alabama recently went for MGM's "Motion Picture Theatre Celebration" in a big way, as witness the special one-sheet that has been appearing in all theatres of the state, the proclamation having been signed by Governor James E. Folsom in honor of "Go To The Movies Month."

The Copia Drive-In, Hazelhurst, Miss., reopened after winter closing. . . . Mr. and Mrs. Bob Saloy's Easter Sunday was saddened by the death of their brother-in-law, Paul L. Thibodeaux. Saloy is office manager at Lippert. . . . R. A. Vrazel is the new proprietor, Lobe, Long Beach, Miss. . . . Stephen Riggs slated May 14 as the reopening of Beach Walk-In, Fairhope, Ala.

Florida

Miami

Back on the job after being on Wometco's sick list were Flynn Stubblefield, manager, Tower; Helen Porter, secretary to coowner Sidney Meyer; and Van Myers, head, confection department. . . . Harry Kilby, nationally-known theatrical agent, who was instrumental in the careers of many famous show people, died at his Miami Beach, Fla., home. He was owner and president, Globe Artists Agency, and a member and organizer, General Artists Corporation. Among theatrical figures that Kilby helped up the ladder of success are Jimmy Dorsey, Frank Sinatra, Lillian Roth, Arlene Dahl, Nat King Cole, Louie Jordan, Betty Riley, and others, as well as booking Dick Haymes, Perry Como, and Jerry Lewis before they became "big" stars.

Employee's picnic under the auspices of the Wometco Trouper's Club was announced for May 15 at Crandon Park. . . . The Starlight, Hallandale, Fla., was destroyed by fire, and Chief J. W. Balavage, Hallandale Volunteer Fire Department, was hospitalized as a result of the fire which started on the theatre stage. Firemen think the fire was the work of an arsonist believed responsible for a recent outbreak of fires. Walls of the one-story, concrete block building were cracked by the heat. The building was completely gutted and may have to be torn down. The loss was partially covered by insurance, according to Millie Rowland, owner.

Mrs. Roy R. Schechter, wife of the Wometco-WTVJ executive, was named one of Miami's 10 best-dressed women in an

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HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL IN YOUR NEEDS AND MAIL. Actual sample sheets will be mailed on request!

Quantity	Items desired	Unit cost	Total
	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$.60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Boak—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
	BOXOFFICE STATEMENTS:		
	. . . Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad	.25	
	. . . Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad	.25	
	PROGRAM AND RUNNING TIME SCHEDULES:		
	. . . For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad	.25	
	BOOKKEEPING SYSTEM—Book:		
	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder	1.60	
	BUSINESS ANALYSIS SPREADSHEETS:		
	. . . Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets	.50	
	PAYROLL FORMS:		
	. . . Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
	EMPLOYE EARNINGS RECORD CARDS:		
	. . . Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards	.35	
	PETTY CASH CONTROL SYSTEM:		
	. . . Vaucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad	.25	
	. . . Weekly envelapes far filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50	.60	
	SERVICE MANUALS FOR TRAINING:		
	. . . Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each	.10	
	TOTAL REMITTANCE to cover this ORDER →		

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Theatre Name.

Shipping Address



This prize fish catch of 16 black bass was made recently in the False River, Point Coupe, Parish, La., by John Elzey, owner, King, New Roads, La., and his buddy, Mitch Cazayeux.

article in The Miami Herald. Mrs. Schechter is the former Barbara Meyer, daughter of Sidney Meyer, Wometco coowner. . . . The 27th Avenue Drive-In held its fifth annual Easter Sunrise Service in the northwest community of Greater Miami. . . . Herman Silverman, Wometco booker, was enjoying a vacation at home in Coral Gables, Fla.

North Carolina

Durham

Elimination of peanuts and popcorn sold in movie houses from the list of items exempted from the North Carolina sales and use taxes was proposed by the state revenue commissioner in an appearance before the Joint Finance Committee of the Legislature.

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AMERICAN CANCER SOCIETY

NEWS OF THE Territory

BRANCHES

Cincinnati

Post-Easter business at virtually all houses in this area was reported excellent, with many first-run houses holding over. With cool and rainy weather prevailing much of the time during recent weeks, drive-in business was reported off somewhat, but it is anticipated that the upcoming warm evenings will quickly boost the auto trade.

"You must be crazy—that man behind you will catch you for sure," was the quick-thinking retort of Mary Jenkins, assistant treasurer, downtown Capitol, when a youth attempted to hold up the boxoffice. The youth whirled and fled, but Miss Jenkins had noted he wore a bright pink shirt, which led to his capture by police three minutes later. He was held for grand jury action under $2,000 bond. . . . The Sunset Boulevard studio of Warners in Hollywood, where Al Jolson's "The Jazz Singer" was produced as the first "talkie" film, is being razed by a local firm, the Cleveland Wrecking Company, which has a nation-wide setup.

Bill Green, Detroit, Cinerama publicity chief, was in to set up a special program for the first local anniversary at the Capitol on June 21. Several of the film's personalities are expected to participate. . . . Also in was Sam Galanty, Columbia district manager. . . . Jolene Brand, appearing in MGM's "The Prodigal," was here to bally the film.

Opening of the baseball season, always a gala occasion here, drew many Film Row executives to Crosley Field, along with a large number of exhibitors. Among those from out of town were Mr. and Mrs. Jack Mitchell, Jeffersonville, O.; Lloyd Hilderbrandt, Fred Krimm, Roy Wells, John Gregory and Mr. and Mrs. P. W. Suell, Dayton, O.; Ray Laws, Lebanon, O.; H. E. Bennett, Circleville, O.; William Settos and Ray Frisz, Springfield, O.; Nat Wolf and Tom Ally, Cleveland; Jerry Shinback, Harry Schwartz, Frank Tassenoff, Harry J. Knight, and Jack Needham, Columbus, O.; Mr. and Mrs. Paul Ziegler, Waverly, O.; George Turlukis, Hamilton, O.; Mr. and Mrs. Paul Orebaugh, New Vienna, O.; Chalmers Bach, Eaton, O.; Frank Allara, Matewan, W. Va.; Joe Joseph and his assistant, Mrs. Jerri McClintic, Parkersburg, W. Va.; Harold Moore, Charleston, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Harry McHaffie, Marmet, W. Va.; James Denton, Owingsville, Ky.; Walter Wyrick, Carlisle, Ky.; A. M. Miles, Eminence, Ky.; Robert L. Reynolds, Booneville, Ky.; Don Reda, London, Ky.; and J. C. Weddle, Lawrenceburg, Ind.

Robert McNab, 20th-Fox branch manager; Bennett Goldstein, sales manager; and Tony Knowlman, office manager, attended a company meeting in Cleveland. . . . Milton Gurian, Allied Artists branch manager, was in Columbus, O., on business. . . . Phil Chakeres, president, Chakeres Circuit, Springfield, O., came up from his winter home in Miami Beach, Fla., for a brief business visit.



Larry Shubnell, executive, Mallers Brothers Theatres, Fort Wayne, Ind., left, recently presented a check for anti-toll TV contribution from his circuit to Roy L. Kalver, president, Allied Theatres of Indiana.

Mid-States Theatres is constructing a 900-car drive-in in suburban Oakley, with a 100-foot screen and children's playground. . . . A wide screen has been installed at the nabe Jackson, Forrest Kidwell, owner. . . . 20th-Fox has installed CinemaScope equipment in its screening room. . . . Recently opened drive-ins are the Frontier, Charleston, W. Va., Arthur Schurhl, owner; the Monitor, Logan, W. Va., Leslie Abbis, Jr., owner; and In-Town Auto, Columbus, O., Jerry Shinback, owner.

Cigars were passed out along Film Row by Bill Stanforth, Columbia salesman, for a new son, and by Tom Morris, 20th-Fox salesman, also for a son. . . . William Mink is a new student booker at U-I. . . . Shirley Taylor, Paramount receptionist, was vacationing.

Cleveland

Card Mondor, sales representative for "Karamaja," left for Los Angeles to confer with Hallmark president Kroger Babb. . . . Helen Rose, who two years ago resigned her position as secretary to 20th-Fox branch manager I. J. Schmertz to join her family on the west coast, is back in town. She is with Community Circuit where she succeeds Evelyn Friedl, who is taking an extended vacation.

George Foley notified exchanges that he has closed the Paramount, Montpelier, O., for the summer. . . . Mrs. Charles Gardner has reversed herself and announces that she will keep the Strand, Payne, O., open all summer by popular community demand. It's the only theatre in the town of about 1,000 population. . . . "Lights, Camera, Questions," weekly TV half hour program sponsored by the downtown first-run theatres, ended its third season. This is a quiz program, with prizes for those who submit questions about movies or movie stars which stump the permanent panel composed of Frank Murphy, Loew's, with Ted Barker as alternate; Jack Silverthorne, Hippodrome; Dick Wright, SW Allen; and Max Mink, RKO Palace. This is said to be the only successful program of its kind in the country. Its value to the theatres can be estimated only by the hundreds of letters received each week submitting questions.

After a five-week stay in this area exploiting "Revenge of the Creature" and "Cult of the Cobra," Sam Hart, U-I publicity department, returned to New York. He handled Akron, Canton, Youngstown, and Toledo, O., engagements, while Duke Hickey was actively engaged in handling the other area engagements including the sensational local engagement at the Hippodrome.

Joe Leavitt, who underwent surgery recently, is now convalescing at Highland View Hospital in nearby Warrensville Heights. Leavitt, projectionist, Colony, is a charter member of Local 160, IATSE. . . . Joe Robins, Warren Circuit owner, wearing the thickest coat of tan you ever saw, is back from a winter in Florida. . . . Herbert Ochs, drive-in circuit operator, flew down to Dania, Fla., to pack up his wife and chattels and bring them back up north for the summer.

Hoot Gibson, the cowboy star of the silent screen, was in as honor guest at the 20th Ward Democratic Club's annual card party and dance held in the Sovereign Hotel. . . . Full of life, vigor and plans for the future, the Cleveland Cinema Club is celebrating its 39th birthday with a luncheon in the Higbee Company's Vista Room. It is said to be the oldest club in the country organized to evaluate motion pictures and to promote attendance to theatres. Mrs. Marie Jackson, serving a second year as president, will preside at both the morning business meeting and at the noon luncheon celebration. A special entertainment program has been arranged by program chairman Mrs. Grace Thomas with Miss Margaret F. Twilliger, assistant head of general reference division, Main Public Library, presenting a story of motion pictures and a talk on Hollywood directors. Delegates to the Federation of Motion Pictures, Inc., meeting in Detroit, will make a report.

Representatives of all the exchanges attended the funeral of Jack O'Connell in Toledo, O. O'Connell, a veteran theatre owner, operated the Loop, Toledo, O., and the Paulding, Paulding, O., at the time of his death. Those who attended from Cleveland were branch managers Frank Belles, RKO, and Nat Barach, National Screen Service, and salesmen Irving Marcus, NSS; Sam Lichter, 20th-Fox; Jerry Lipow, Paramount; Tom Farrell, MGM; Jack Lewis, RKO; Martin Grassgreen, Columbia; Joe Krenitz, Republic; and Eddie Cutler, Allied Artists.

Detroit

Smoke filled the Eastown causing 1,300 patrons, mostly children, to leave. Manager A. W. Graham turned on house lights and directed them to leave. Smoke was from a small fire in a next door restaurant. . . . James Cagney was about the busiest visitor in months of visitors. He was introduced to the Federation of Motion Picture Councils convention by Arthur Brown, United Detroit Theatre president, judged the finals of the University of Detroit spring carnival queen contest, and attended the opening Tiger home game with owner Spike Briggs. The same

game was attended by directors of the Michigan Allied, whose meeting was rescheduled to permit them to go.

Butterfield Theatres, again turned down in an attempt to get channel 12 in Flint, Mich., are continuing in court. . . . The fifth art house is now operating in Detroit. The new one, The Abby, is the year-long closed Picadilly, operated by Sol Krim, who also runs the house bearing his name in Highland Park. The Krim reports increasing business as much as 20 per cent since changing to a single feature policy. . . . Lloyd Turei, Sterling Circuit supervisor, is recovering from flu. . . . Eddie Jacobson, who recently operated the Forest and Monroe, is a current new papa, a girl.

A casualty of the recent big wind, the Sky Drive-In, Adrian, Mich., is building a new and stronger tower. Owner William Jenkins says there is a $3,000 spread between the insurance and cost of the new Tower, which will be put in by Brinkman Construction and Adrian Steel Company. The wrecked tower, which had been enlarged in the winter lull, was designed to withstand winds of 80 miles an hour. . . . A Santa Claus appeared on Detroit streets as Howard Pearl plugged "Purple Plain" at the Fox.

Ray Cloud was re-elected to the Colesseum of Motion Picture Salesmen's Detroit lodge. Serving with Cloud will be Cliff Perry and Walter Corey. . . . Mrs. Dena Zimner, Ben Zimner's mother, died in Detroit. . . . Jack Zide has set up a saturation campaign for "Gangbusters," to open in the Broadway-Capitol and 32 Butterfield outstate houses. . . . The Fox preview for the Detroit Council of Churches for "A Man Called Peter" pulled 2,000. The picture opened at the United Artists a week later.

Indianapolis

A bulletin issued by the board of directors of Allied Theatre Owners of Indiana suggests that all branch managers in Indianapolis be given "real and complete autonomy in dealing with the small theatres." Expressing grave concern over the state of industry relations, the board stated that decentralizing authority in the case of dealing with small theatres would immediately settle many areas of contention. The reasons given for this stand are the close personal relation that the branch manager is able to form with his customers, which may make him a better judge of the situation than even a more experienced man from another district, and also the fact that the small theatres contribute little, in revenue, so that little will be risked by this giving of responsibility to the branch manager. It is pointed out that the most violent controversies occur in the area of small theatres, and the local manager could settle such matters without upsetting fixed policies outside the area or with other classes of theatres. The bulletin also stresses that the small independent's influence oustide the industry is not measured by its financial contribution, and closes with the statement that people dealing face to face and person to person can build a good relationship, if one of them is not hampered by over-riding directives.



Patricia Jane Eagar was recently informed in Detroit by Harold H. Brown, president, United Detroit Theatres, that she was national winner of Columbia's "The Caine Mutiny" acting contest. Her prizes include a part on the U. S. Steel TV dramatic show and a scholarship to the American Academy of Dramatic Arts. She was the entrant of the Madison.

Pittsburgh

Lou Ponsetto, former exhibitor, Apollo, Pa., died. . . . J. L. Vernor and Herman Littlestone were held up as they were about to enter the Buena Vista office. Vernor, general manager, claimed the thief escaped with more than $500.

Billy, eight-year-old son of Mr. and Mrs. William Serraro, New Kessington, Pa., theatre owner, was injured when struck by an auto. . . . The Academy, Meadville, Pa., was damaged by fire to the tune of $25,000. Chief damage was in the theatre and in the Steppes Beauty Shoppe, where the fire started. . . . Majestic, Ellwood City, Pa., is bringing back bank nights to its Monday and Wednesday shows.

Manos Circuit, Greensburg, Pa., which announced entry into the drive-in field last winter via purchase of the Super Sky, Allentown, Pa., acquired a second outdoor theatre, the West End, also in Allentown. . . . Alvin Seiler, Ligonier, Ligonier, Pa., published a herald which includes a half sized sheet insert with special announcements concerning a new series of kiddie shows every Saturday. . . . Norbert Stern, head, Associated Drive-In Circuit, purchased an interest in the First National Bank, Miami, Fla.

William L. Brown, former Tarentum, Pa., exhibitor and his wife, Della, celebrated their golden wedding anniversary. Brown has been appointed a member of the police civil service commission of Allegheny County. . . . Dick Cvetic was promoted by Stanley Warner from the Enright to assistant manager, downtown Stanley. . . . Harry Manos, Vandergift manager, went back to work after being hospitalized from a traffic accident.

Perry Kinnear has remodeled and enlarged the concession building at his Hilltop Drive-In, Charleroi, Pa. . . . Jay Frankenbery was in Allentown recently to help the Manos boys open their two drive-ins. . . . Mr. and Mrs. John Bello, Penn, Blairsville, Pa., became parents of their third child, a son. Tommy Bello, who operates the Capitol, Nanty Glo., Pa., is the grandfather.

Sid Kramer, RKO short subjects sales manager, was in, as was Howard Minsky, Paramount district manager. . . . There is a possibility that the Todd-American Optical roadshow film, "Oklahoma," might find a home at the Nixon, downtown. . . . Ken Hamilton, former New York state representative for Manley, Inc., has joined Western Automatic Vending Corporation, and will probably be their new Pennsylvania and West Virginia manager.

The entire Blatt Brothers Circuit has been going through a remodeling and refurnishing program. . . . Variety Club members going to the Hollywood convention have made reservations for a week at the New Frontier Hotel, Las Vegas. . . . Mrs. John Zajdel, formerly with the Warners' booking department, is the mother of a baby son.

Rose Benn, manager, Perry, Albion, Pa., mourned the death of her husband. Survivors include two sons. . . . Sam W. Gould, Granlee Circuit district manager, has been elected president, Warren Roy Laufe Lodge 903, B'Nai B'rith, Greensburgh, Pa. . . . Bud Fike, manager, Manos, Tarentum, Pa., staged an Army parade to exploit "This Is Your Army."

Harold Lee, who owns the Woodland Drive-In, Vandergrift, Pa., has restocked Lee's Lake with fish and rebuilt the building at the lake which lost its foundation in a flood last year.

Ohio

Columbus

Distributors filed seven percentage actions in Federal Court here against the George Manos Circuit, all but one of the complaints also having additional counts for infringement of copyright arising from alleged holding over and switching of pictures for exhibition at various theatres in disregard of time and place license limitations. Loew's, U-I, Columbia, Warners, RKO, 20th-Fox, and Paramount each filed its bill of complaint against defendant George A. Manos and associated individual and corporate defendants operating a circuit of some 18 theatres in Toronto, Lisbon, Minerva, Newton Falls, Newcomerstown, East Palestine, Leetonia, Columbiana, Youngstown, Windham, and Louisville, Ohio.

Abe Bernstein, United Artists exploitation representative, was here in advance of "The Purple Plain" at Loew's Ohio. . . . Jolene Brand, Darleen Engle, and Joan Patti, starlets from the cast of MGM's "The Prodigal," were guests of Beta Theta Pi fraternity of Ohio State University during their local visit with the "Prodigal" trailer.

Marion

Two local boys, aged 12 and 14, were caught in the men's rest room of the Marion County Courthouse with a variety of items taken from the Palace and Marion. The loot included four dimes, 76 nickels, 324 pennies, three books of sales tax stamps, 11 theatre tickets, nine bunches of keys plus seven loose keys, two boxes of cough drops, 11 flashlight bulbs, flashlight, roll of tape, box of pencils, box of rubber bands, rubber mask, doorknob, tie clasp, earring, and screwdriver.

NEWS OF THE Territory

Chicago

As a publicity stunt for "The Far Country," Sunset Drive-In is seeking "sourdoughs." The outdoor placed this want-ad in the Chicago Tribune, "Uranium Prospector—capable man with dog or cat or man-wife combination to prospect for uranium at Sunset Drive-In Theatre. Call daily, 9 to 6."

The Lyric, Y and W theatre managed by Ed Resener at Winchester, Ind., installed a wide-screen, which called for floor lowering and stage widening. . . . James Jovan, Monroe owner, was right up to the minute with a 15-minute short showing the research by Dr. Jonas E. Salk, at the University of Pittsburgh, which developed the anti-polio vaccine. . . . Sol Goldberg, 63, former exhibitor at Elkins, W. Va., and father of Marshall Goldberg, All-American football player from the University of Pittsburgh, was found dead in his apartment.

The Izaak Walton League here honored Walt Disney with a life membership. . . . Ruth Hess reopened the Girard, Girard, Ill. . . . Harry Balaban, H and E Balaban, is back from a West Indies cruise.

Richard Todd came to give "A Man Called Peter" a sendoff. . . . The several millions awarded in treble damage anti-trust suits here were subjected to federal income taxes through a recent U. S. Supreme Court decision. . . . Pete Cardoni took over the Riverton, Riverton, Ill., again and reopened the house.

Several managerial shifts were made by B and K: Samuel Levin, Roosevelt, and Harry Odendhal, State-Lake, exchanged places; Jerry Cohen went from the Chicago to the Uptown; John Rector, from Roosevelt to Uptown; and E. Konradt, Chicago to Will Rogers. . . . The Virginia, Terre Haute, Ind., closed a year ago by Clyde Brant, was reopened by Ted Parvu.

B and K managers, publicists, and office men have set July 26 for their annual golf tournament and outing with a return to Nordic Hills Country Club. Among those making arrangements are Jack L. De Wiggins, Lakeside manager; Ted Regelin, Gateway manager; Charles Davidson, booking department; Jack Garber, publicity; and Charles McBreen, secretary to John Balaban.

Arnold Whitehead, Portland, who until 1947 was assistant to manager Alvin Frank, Oriental, came for a visit with Frank, who is now Astor manager. . . . Marc Wolf, Y and W, held successful "Oscar" contests at his Indiana theatres in Bloomington, Castle, Gary, Muncie, and Sullivan. . . . Elmer Quesstell made improvements including a wide-screen to his Nox, New Haven, Ill.



For the recent engagement of RKO's "Underwater," Jack Belasco, manager, Woods, Chicago, redesigned the overhead sign above the theatre marquee to display a king-size colored figure of Jane Russell. This night photograph, taken a block away from the theatre, illustrates how the display completely dominated the heart of the city's rialto.

Arthur Goldberg, B and K attorney, returned with his wife from a Miami, Fla., vacation. . . . Mrs. Fred Young closed temporarily her Norton, Mascoutah, Ill. . . . Ed Wappler resigned as Palace manager and was succeeded by M. D. Howe.

Charles Hogan, for many years Oriental general manager, resigned to join Marcus Glaser in a booking enterprise. Richard Beck, Oriental staff, succeeds Hogan. . . . The Paramount building is receiving spring adornment. Sand blasters and painters are at work. . . . Richard Lennartz was appointed manager, Miami Open Air Drive-In, Peru, Ind.

Milton E. Reingold, Devon owner, bought an imposing business block on the Northside, housing the 400, and will reopen the theatre which has been closed for three years. He plans to put in deluxe improvements and a wide-screen. The old marquee will be torn down and brilliantly lighted posts will be erected to attract not only neighborhood attention but also thousands of motorists on Sheridan Road which skirts the Lake Michigan shore line.

Clifton Macklin, 19, University of Chicago student, won the "Christian Oscar" for his role in the religious picture, "Angel in Ebony." . . . Jesse Fine, Fine Circuit partner, was host at his home in Evansville, Ind., to theatremen during the Academy Award broadcast. Among those present were Ken Dotterer, 20th-Fox; Norman Lenz, RKO; Irving Dreeben and Sam Greisman, Columbia.

Theatremen are interested in plans for the establishment on the lake front of the world's largest convention hall, to cost $34,000,000, since it would attract many thousand visitors. Three bills, paving the way for the project, have been introduced in the Illinois Legislature. . . . Mrs. John Dromey, wife of the Publix Great States booking manager, was hospitalized.

Among recent Variety Club visitors were Lee Allen, Charlotte; Arvid Kanter, Tent 35, New York City; W. H. Gillette, Atlanta Tent; and Vincent E. Kellman, Tent 20, Memphis. . . . Mrs. Regina Bartlett, secretary to Al Raymer, Manta and Rose, was hospitalized. . . . Frank Stiegler took over the Ritz, Keytesville, Mo., from Chester Branahan.

Local doctors filled the Uptown for a closed-circuit telecast of Dr. James E. Salk's anti-polio discovery. The event showed that medics smoke more than the average theatre audience and care less for popcorn. . . . Harris Dudelson, Buena Vista district manager, and his wife took a Florida vacation. . . . The Stanley Warner circuit is giving the Oakland Square a $50,000 refurbishing. . . . Ben Temborius widened his Avon Drive-In screen, Breese, Ill.

Eddie Silverman, president, Essaness Theatres Corporation, gave the use of his North Avenue and Outdoor drive-ins to church organizations for Easter sunrise services. . . . David Knox temporarily closed his Joy, Lovejoy, Ill. . . . Wilbur Albright, Varsity assistant manager, is visiting friends in Hollywood and Beverly Hills, Calif. . . . Bruce C. Kixmiller improved his Colonial, Bicknell, Ind., with a wide-screen.

Roy C. MacMullen, Granada manager for 22 years, knew exectly what to do during a $60,000 fire which destroyed a restaurant and a furniture store adjacent to the theatre. He told 225 patrons to leave quietly and get tickets for another time. That was before smoke and water filtered into the house damaging drapes and soaking carpets. Several firemen, overcome by smoke, were taken to hospitals.

W. T. Sledge bought the Marion, Auburn, Ind., from Ray Coleman. . . . Variety Club barkers and their guests enjoyed a celebrity night and a late buffet supper in the clubrooms. A screening, with refreshments, will be held April 30 by the club.

Dudley M. Williston, 61, head, Williston Theatres, with operations in Indianapolis and Louisville, died. He opened his first theatre in Muncie, Ind., in 1911, and later became Warners branch manager in Indianapolis. He left that post in 1929 to again become an exhibitor. . . . Lou Aurileo joined Abbott Theatre Equipment Company.

Robert Salkin, son of Richard Salkin, Jackson Park, who achieved technical sergeant rating during his seven years in the Army, the last of which was in Korea, is now taking a college television course. . . . John N. Allison, 61, Vivian owner, Carlisle, Ind., died.

Membership in Variety Club is being made so attractive by Chief Barker Jack Kirsch that the roster is rapidly increasing. Latest to join are Herb Elisburg, Sidney Epstein, Jerry Field, Robert S. Gardner, Harry Goldman, Irving Green, John Hoermann, Don L. Knapp, Herbert Kraus, Simon Lax, Ralph Mitchell, Sam Palais, Stanford Rohlberg, Phil Rosenbaum, Richard Salkin, Alvin Strauss, Charles Teitel, and Robert Weiner.

Producer Joe Pasternak came to make plans for his "Love Me or Leave Me" premiere. . . . John Kontos, Decatur and Sterling, Ill., exhibitor, visited friends on Film Row. . . . Louis E. Wolfson, who is battling to gain control of Montgomery Ward and Company, once had a chain of Florida movies.

Denver

Casting about for methods to use drive-ins during daylight hours, Wolfberg Theatres have come up with this: For $5 they will furnish all the necessary materials and a polishing machine, so that a motorist can polish his car. Experts will be on hand to give advice. The hours will be from 10 to 6, and if the experiment is successful some more of the company's five drive-ins will be pressed into service. . . . Fred Brown, buyer for Black Hills Amusement Company, was in St. Luke's hospital a few days for a checkup.

Hal Fuller, owner, Dimension Pictures exchanges, went to Salt Lake City to visit his exchange there. . . . Bill Hobson, RKO branch manager, ran into a snowstorm as well as a dust storm on his way to Albuquerque, N. M., on a sales trip. The storms delayed him a day while on his rounds.

Phil Conway, Buena Vista publicity man, went to Dallas, New Orleans, and Miami, Fla., to set up campaigns on "Lady and the Tramp" and "Davy Crockett." . . . Radell Hall has been added as secretary in the office of Clarence Batter, booker and buyer. . . . Ted Knox has sold the Knox Drive-In to Rialto Theatres, Casper, Wyo., which company also owns the theatre in Wheatland, the Ramona.

John Pietrantonio, booker, Lippert, is father to his second son, Randy. . . . Gene Gerbase, branch manager, Republic, went to Albuquerque, N. M., on a sales trip. . . . Sam Rosenthal, Buffalo, Wyo., was hospitalized there recently because of pneumonia.

Des Moines

Tom Arthur, 75, Mason City, Iowa, theatre operator, died at a Mason City hospital following a short illness. He had managed the Cecil and its predecessor, the Wilson, since 1904. He celebrated his 50th anniversary as manager by renovating it completely last year. . . . The Rialto, Bedford, Iowa, was completely destroyed by fire. The theatre was owned by the Mrs. Ella Clark estate. Loss to the building and theatre equipment was placed at $120,000, which was partially covered by insurance.

Minneapolis

M. A. Levy, 20th-Fox midwest district manager, and Saul Malisow, 20th-Fox branch manager, attended a meeting for all district branch managers in Chicago. Conducting the meeting were W. C. Gehring, 20th-Fox assistant general sales manager, and Alex Harrison, western division sales manager. . . . Don Conley, Des Moines branch manager, RKO, was a visitor at the local exchange.

Helen Aga, former secretary to W. H. Workman, MGM branch manager who retired, is now secretary to Eph Rosen, MGM assistant branch manager. . . . Stella Lettus, RKO cashier, is vacationing in California and Hawaii. . . . Ivan Fuldauer, MGM midwest press representative, was in. . . . Glenn Wood, U-I booker, was in Fort Wayne, Ind., for the American Bowling Congress tournament.

Ev Seibel, director of advertising and publicity, Minnesota Amusement Company, has been calling on all theatres in the territory for the May-June attendance drive. Purpose of the drive is to get people back in the theatres. . . . Lowell Thomas was in for the first anniversary of Cinerama in Minneapolis. He made two television appearances, two radio broadcasts, and appeared at numerous civic events.

Reelfellows Club, organization of film salesmen, had its annual dancing party in the Minnesota Terrace of the Nicollet Hotel. A surprise show put on by the film salesmen was the entertainment for the evening, according to Howard Greenstein, U-I salesman, publicity chairman. . . . Campus, Ripon, Wis., has installed a new plastic screen. . . . Judge Archie Gingold, St. Paul muncipal court, gave a five-day workhouse sentence to a 17-year-old boy who flooded a loop theatre with a fire hose. . . . Bernice Peterson, secretary, Frosch Theatre Supply Company, vacationed in Pittsburgh. . . . All drive-ins in the Twin Cities area have opened for the season. . . . Daniel Hans has been promoted from projectionist to house manager, Jefferson, Janesville, Wis.

Clarence Morris, for the past six years manager, Morgan, Morgan, Minn., has bought the house from the Morgan Improvement Company. . . . Tom Morgan has taken over management of the Grand and Times, Clintonville, Wis., replacing Burt Coyle who will manage two four-wall houses and a drive-in at Menominee, Wis. . . . Damage of the Palace, Hector, Minn., which was destroyed by fire recently, has been estimated at $50,000 by the owner.

Variety Club has opened its blood donor club to all Film Row personnel. Each member must give blood about once every five years. The plan will go into operation about May 1 and is affiliated with the central Minneapolis blood bank. The plan assures protection to members and their immediate families, but only members have to contribute blood. J. T. McBride, Paramount branch manager, and Sim Heller, circuit operator, are heading the Variety Club committee in charge of the club blood donor program.

Edward Remig, auditor, Film Distributors Audit Company, is at Independent Film Distributors. . . . Ronnie Green is the new RKO student booker in the territory temporarily assigned to the Orpheum. When the Navarre amphitheatre, drive-in, opens this spring at Lake Minnetonka, Minn., patrons will see their film on one of the largest outdoor screens in the upper midwest.

The Minneapolis City Council made a rare move in passing a resolution endorsing a show. It passed an endorsement of "This Is Cinerama," which on April 19 marked its first anniversary at the Century. The council said Cinerama is a "constructive contribution in the form of wholesome entertainment to the cultural and economic life of the city."

Oklahoma City

Peter G. Sinopoulo, veteran local theatre man died after a lengthy illness. Services were held in the Hellenic Orthodox Greek church, and interment was in Memorial Park cemetery. The family requested that no flowers be sent, but that rather contributions be made to the March of Dimes polio fund. Sinopoulo was a director of the Midwest Enterprises Company, a firm which leases three city movie houses to Stanley Warner and also owns and operates the Midwest theatre building. He pioneered in building and managing a chain of theatres and was nationally known in show business. With his brother, he operated the Delmar Gardens. Later, he became manager, old Orpheum, now Warner. Sinopoulo was knighted by King Paul of Greece and also presented a medal by the Greek government for his contributions to the arts and sciences of that country.

An 80 mile an hour wind blew down the tower of the Del Drive-In and the Circle Drive-In. Both are owned by Barton Theatres. . . . Garland Lamb has sold the Crown, Lincoln, Ark., to W. J. Harris, here. Lester Spear will be the new manager.

Delveta Armstrong, former biller, Paramount, was visiting on the Row. . . . Mrs. Marie Lutz, formerly of Poster Exchange, now associated with the Midland Memorial Hospital, Midland, Tex., was in town over the holidays visiting her son Keith Lutz and family. . . . Calvin Dazer, Jr., was treated in Mercy hospital after he was stabbed during a disturbance in the Jewel. . . . Gerald Barton and his wife, Barton Theatres, were in a car accident. Although the car turned over they were not seriously injured.

Paul Myers, salesman, Screen Guild, is now convalescing at home after having spent about six weeks in the hospital following a stroke. . . . Helen Kirk, ledger clerk, Paramount, will be leaving before too long as she is expecting a blessed event.

St. Louis

In the anti-trust suit of the St. Louis Amusement Company against Columbia, Loew's, Inc., and Loew's Dayton Company that resulted from the showing of "The Caine Mutiny" at Loew's State at advanced admission prices instead of at the plaintiff's St. Louis at its regular admission scale, United States District Judge George H. Moore has denied the defendants' motion for a summary judgment in their favor. This would indicate the case will go to trial on the merits of the complaint.

Because the new Missouri Illinois Theatre Owners headquarters are not complete, the meeting of the officers and directors was transferred to the Variety Club's quarters in the Chase Hotel.

The Fanchon and Marco-St. Louis Amusement Company has expanded its operations in the field of art pictures by adding the Hi-Pointe, 756-seater, to the houses in that field of operations.

Meyer Kahan, president and general manager, Harry Kahan Film Delivery Service, and Mrs. Kahan returned from New York City. Meyer attended a national gathering of film delivery men. . . . A son, John Keiler, III, was born to the wife of Jack Keiler, vice-president, Columbia Amusement Company, Paducah, Ky. The baby's grandfather, Leo F. Keiler, is president of the company.

A. B. Jefferis, president, Mid-Central Allied Independent Theatre Owners, and owner with his wife, Maud, of the Jefferis and the Pine Hill Drive-In, Piedmont, Mo., became a grandfather when Laura Lavonne Jefferis, was born to his daughter-in-law, Nancy Fouts Jefferis, and his son, Robert A. Jefferis.

Gordon Halloran, 20th-Fox manager, visited a number of southeastern Missouri towns. . . . F. J. Lee, district manager, United Artists, was in Milwaukee.

Walter Louis Meier, said to have been the owner of the first movie house in New Madrid, Mo., died after a long illness. He was 71.

In Kirkwood, Mo., the police have announced they will press charges in the St. Louis County juvenile court at Clayton, Mo., against the three teen-age boys who were arrested in the Kirkwood when they found in possession of a homemade sulphur stench bomb which they are said to have admitted planning to set off in the theatre. The police said that wire cutters were found on the boys and that the trio admitted they had been cutting telephone and electric wires. They also had a set of screw drivers which they had been using to unscrew the arms on theatre seats. According to the police, the trio said they belonged to the "National Socialist Workers Party of America," with one assuming the title of "bund fuehrer" another "reich counselor." Two of the boys reside in Kirkwood and the third in nearby Glendale.

In Hannibal, Mo., The Frisina Amusement Company, Springfield, Ill., took over the Rialto under the terms of a deal recently concluded with Eddie Rosecan, who owned and operated the theatre. With the Rialto, the Frisina circuit will control all of the theatres here. Rosecan plans to concentrate his motion picture activities at Cape Girardeau, Mo., where he owns and operates the Rialto in association with Victor Klarsfeld, who has been managing that theatre for some years. Rosecan also owns a roller rink in Cape Girardeau.

In Alton, Ill., the 500-seat State was sold by Harry Beck to Floyd Hauhe, who also owns and operates a used automobile sales business here. Herbert Beck had been managing the theatre for his father, who owns and operates the Flamingo Motel project near the entrance to the Lewis and Clark bridge across the Mississippi River here.

In Chaffee, Mo., the Montgomery Drive-In, 350-car capacity, had its grand opening on Easter Sunday. This drive-in is owned and is being operated by Mrs. Bernice Montgomery, who also owns and operates the 500-seat Horstman. The opposition Home of the Stars Drive-In, owned by Robert Capshaw, a local automobile dealer, had its grand opening on Easter Sunday too.

In East Prairie, Mo., the Lyric will be reopened on May 1 by its owner Ted R. DeField, who also operates the 310-seat DeMo.

In Vienna, Mo., the Court, 200-seater, has been closed for an indefinite period by Mr. and Mrs. Cleon Crum, who operate the house under a lease. . . . In Lawrenceville, Ill., the Allison Drive-In, operated by the Alliance Theatre Corporation, Chicago, had its delayed season's opening. The opening was delayed for a week because of wind damage to the widened screen. Lester Lucas, manager, estimated the damage at about $1,500. The new 40 by 80-foot screen plus CinemaScope lens and other improvements cost approximately $7,000.

W. Herschell Eichhorn, owner, Roxy, Mounds, Ill., and 51 Drive-In, Cairo, Ill., has been elected a director of the Missouri Illinois Theatres Owners, affiliate of the Theatre Owners of America, to succeed Mrs. Regina Steinberg, Madison, Ill., who is no longer actively connected with the motion picture business.

The officers and board of directors of MITO will be hosts at a cocktail party and a special program of entertainment the night of May 10 in conjunction with the annual joint meeting of the Kansas Missouri Theatres Association and the Missouri Illinois Theatre Owners at Arrowhead Lodge on the Lake of the Ozarks, May 10 and 11. This year, KMTA will be in charge of the entire program for the joint meeting, the only responsibility of MITO being the cocktail party, etc., following dinner the evening of May 10. President Lester R. Kropp, MITO, has announced that the June meeting of that organization's officers and directors will be held on June 14 at Brookfield Farm near Clarksville, Mo., with State Senator Ed V. Long and Mrs. Long as hosts. Myra Stroud, managing secretary, MITO, returned after a very successful membership tour of southeastern Missouri with Mr. and Mrs. Pete Medley, Sikeston, Mo., and Pete Gloriod, Poplar Bluff, Mo. The tour was delayed somewhat because when they reached Sikeston, Mo., Medley found out that a storm had blown down a large portion of the fencing of the Sikeston Drive-In, operated by McCutcheon Theatres, Inc., for which he is the resident manager in Sikeston. The 600-mile trip resulted in 1955 memberships for Val Mercier's Mercier and the Hill Top Drive-In, St. Mary's, Mo., operated by Val Mercier and his brother, L. A. Mercier, Fredericktown, Mo.; Mrs. Bernice Montgomery, Chaffee, Mo., for her Horstman and her new Montgomery Drive-In; Herman Ferguson, Malden, Mo.; for the Liberty, Malden; Guy Haskins, for the Autovue Drive-In, Malden, Mo.; and Mr. and Mrs. Virgil Harris, Dexter, Mo., for their All Star Drive-In, between Clarkton and Malden, Mo.

In Jefferson City, Mo., the Missouri House of Representatives' commerce committee killed a bill sponsored by Representative Carl T. Webber, Republican, that would have banned daylight saving time in Missouri. The measure was designed to make central standard time the only time to be used in the state.

In Kennett, Mo., H. E. Boyd, who owns and operates Tommie's Drive-In, plans to start construction soon on his new 400-car deluxe drive-in to be known as The Chief. It will have provision for year-around operations with an enclosed ramp.

In Tuscola, Ill., the Tuscola Drive-In will open for the 1955 season on April 28. It is owned by George Barber, Villa Grove, Ill.

Salt Lake City

The Star and Mayfair, Weiser, Idaho, will now be operated by the building owners, Mr. and Mrs. Ralph E. Lyle. Theatres were formerly operated by Joseph L. Lawrence Circuit, who did not renew their lease. . . . A record snow storm the week before Easter put the damper on the drive-ins for a few days. In spite of colder than normal weather, the drive-ins were all open for Easter. Montana theatres report slow business due to 33 inches of snow fall and freezing temperatures. . . . In for the LDS Conference were S. D. Crapo, Downey, Downey, Idaho, and James Page, Lex, Filer, Idaho.

San Antonio

Eph Charninsky, the veteran local theatreman, is dusting off four fiddles he used in his career as a violinist in pit orchestras in his young days. He says, "I can't make up my mind whether to sell them. There's a lot of sentiment attached to 'em." The one Charninsky prizes most was made in France. He is head of the Southern Theatres Company. . . . When Walt Disney's "Ballad of Davy Crockett" comes to the Texas here in several weeks, it's star, Texas born Fess Parker, will be in town to make a series of personal appearances. . . . James Cagney, here for a personal appearence on behalf of "Run for Cover," tossed out the first baseball to start the local baseball season of the San Antonio Missions of the Texas League.

Several criminal charges were on file here in U. S. District court against Azteca Films, Inc., local Spanish language film exchange. The charges of violating interstate commerce shipping rules grew out of a July 15, 1954, fire which

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OUT



Cancer strikes 1 in every 4 Americans. It strikes with vicious swiftness. Too often it is discovered — too late.

To protect yourself and your family, have a thorough medical examination every single year without fail. Six months after such an examination, every woman over 35 should return for a pelvic checkup. Every man over 45 should have a chest X-ray twice each year. *Many cancers can be conquered if caught in time!*

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MAN'S CRUELEST ENEMY**

Give to
**AMERICAN
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destroyed a truck terminal at Dallas. Assistant U. S. Attorney Harman Parrott said the charges deal with various phases of the corporation's alleged failure to mark as inflammable a shipment of inflammable film scraps. He said each count carries up to a $1,000 fine and/or a year's penitentiary sentence. He said the film scraps which the company allegedly shipped without danger markings were left on the Dallas docks in the sun. He said they ignited and burned down the dock. Several civil law suits have been filed as a result, he added. Parrot said he believed in the event a penitentiary sentence were assigned against the corporation, its officers would be liable.

Drive-ins here and in other cities throughout the state were the scenes of traditional Easter sunrise services.

Mervyn LeRoy, the Hollywood director and producer, was guest speaker before 150 students of the University of Texas department of drama at a special seminar meeting at Austin, Tex., LeRoy arrived there with Greer Garson, Dana Andrews, and Pedro Gonzales-Gonzales for the world premiere showing at the Paramount of "Strange Lady in Town." Following his address at the university, in which he discussed various aspects of motion picture director and production, LeRoy was installed as an honorary life member of the Curtain Club, a student organization whose roster includes many famous names in the theatrical world. Miss Garson was scheduled to address a joint session of the Texas Legislature. The group attended the official inauguration of the Austin Headliners Club, new headquarters of Texas press and wire services at the state capital.

CinemaScope equipment has been installed at the Dixie Drive-In, Ranger, Tex., operated by I. B. Walker. . . . Buddy Gould, former assistant manager, Majestic, Houston, Tex., has been named manager, Yale, Houston. Oliver Klauss, formerly assistant manager, Eastwood, moves over to the Majestic to replace Gould. Alvin Guggenheim has been transferred from the Yale to become manager, Fulton, to replaceWilliam Hemphill, who resigned to enter private industry. . . . Al Lever, city manager, Houston, for the Interstate Theatre Circuit, and Conrad Brady, publicity director, attended the Interstate executive meeting held at Dallas at the home office. Brady recently returned from Charlotte where he appeared as a panelist on the MGM Ticket Selling Workshop.

J. G. Thornhill has reported that CinemaScope equipment has been installed at the Pix, Seagraves, Tex. . . . The North Houston Theatre Company, a subsidiary of Long Theatres, Inc., owners, El Rancho and Twin Ranch, Victoria, Tex., has purchased a 60 acre tract of land for $56,000 on which they may build a drive-in in the near future. . . . Harold Robertson, manager, Rancho Drive-In, Denton, Tex., has announced the completion of the project of installing CinemaScope equipment. . . . Cleo Moore was in several Texas cities on behalf of the opening of "Women's Prison." With her is Johnny Thompson, Columbia New York office.

A testimonial dinner was given Julius Gordon, president, Jefferson Amusement Company, Beaumont, Tex. More than 150 business, industrial, civic, state, national business and political leaders, as well as outstanding leaders in the entertainment world, attended. . . . CinemaScope equipment has been installed at the Texan, Mesquite, Tex., operated by M. E. Hamm. . . . Ray Hay, manager, Metropolitan, Houston Tex., has announced that patrons have given a good reception to the new wiener rotisserie which has been added to the snack bar. . . . P. V. and Clyde Williams have announced the installation of CinemaScope at their Sunset Drive-In, at Munday, Tex.

The Clasa-Mohme exchange is experiencing a boom on the bookings of "Huracan Ramirez" since the arrival of Tonina Jackson, who has a role in the film. The 350-pound Jackson is appearing at the local Wrestlethon as he is a wrestler as well as an actor.

CinemaScope had been installed at the Ford Drive-In, McCamey, Tex., owned and operated by H. Ford Taylor, according to B. T. Holt, manager. . . . Mrs. Raymond Cornes, operator, Cornes, Farmersville, Tex., has returned following a trip to Dallas, where she underwent a minor operation at the Medical and Surgical Center in that city. . . . Roy Brockman, manager, Ritz, McKinney, Tex., has revealed that CinemaScope has been installed. . . . Buddy Harris, operator, Port, Port Aransas, Tex., was in for a brief visit. . . . A total of 50 persons were caught hiding in auto car trunks in one night at the Trail Drive-In, Houston, Tex., operated by Jack Farr.

CinemaScope has been installed at the State, Garrison, Tex., operated by N. C. Garrision. . . . Colonel Homer Garrison, Jr., director, Department of Public Safety, has announced that International Television Productions of Houston and New York have been awarded the exclusive rights to produce a series of films for television based on the actual cases from the files of the Texas Rangers. . . . Homer Walters has announced that CinemaScope has been installed in his Falls, Marlin, Tex.

Seattle

Celia Blatt, booker, 20th-Fox, returned to her desk after a quick flying trip down to La Jolla, Calif., over the Easter holidays. . . . Gordon Wallinger, Allied Artists salesman, is back from a trip to the northern part of the state, including Bellingham and Blaine. . . . Bill Daugaard was on the Row from the John Lee Circuit. . . . Peter Barnes, in from Chelan, Oroville, and Okanogan, Wash., reports that he is building new drive-ins at Chelan and Oroville, to be opened about July 1. He is installing CinemaScope in both airers as well as the Ruby, Chelan, . . . Gary Olund was in from the Grand, Bremerton, Wash.

NEWS OF THE Territory

Boston

The true horizontal VistaVision will not be shown in Boston for the time being, it was learned, when officials of New England Theatres, Inc., a United Paramount subsidiary, finally decided against the installation. The tremendous expense of enlarging the booth at the Metropolitan, flagship of the circuit, was given as the reason. To install two new VistaVision projectors in the present booth would require taking space away from the mezzanine seats and pushing out the walls of the booth on both sides, not to mention the new VistaVision screen. The decision not to install the new projectors means that when "Strategic Air Command" plays the Metropolitan, it will be on view on vertical VistaVision on standard film. No other theatre in the city has been considered for the new process.

Bill Hellums, city manager, Interstate Theatre Circuit in Texas, is a patient at Peter Bent Brigham Hospital. He is city manager in Austin, Tex. . . . Louis Chiaramonte, head, Merchandising Displays, is recovering from an operation for a gall bladder removal at Pratt Diagnostic Hospital. . . . Mrs. Ben Williams, wife of the independent buyer and booker has entered Beth Israel Hospital for an operation.

Arthur Canton, MGM's publicist, came in from New York to work with Floyd Fitzimmons and Karl Fasick on the tremendous TV and radio campaign for the forthcoming "The Prodigal." . . . At U-I, John McGrail is huddling with Jeff Livingston, who came on to supervise the TV saturation campaign on the packaged deal of "Revenge of the Creature" and "Cult of the Cobra."

E. M. Loew has entered the restaurant business by purchasing the land and the buildings of the Indian Line Farm Restaurant, Canton, Mass., from the Tobe-Deutchmann Company, local engineers. The restaurant will be managed by the circuit under the leadership of Larry Wallace and Phil Fine, concessions department. . . . Larry Laskey, partner of E. M. Loew in several theatres, has returned from a stay at the Beth Israel Hospital where he was ordered to rest.

By the time May rolls around, all the E. M. Loew drive-ins will be in full swing and all will have new enlarged screens, with the dimensions from 100 to 120 feet wide, depending on the car capacity of each theatre. The Route 128 Drive-In, latest to be built by the circuit in this area, is the only one in the east to have full stereophonic sound, installed when the theatre was built last season. Joe Quattrocchi is the manager, moving over from the Lynn Open Air which he handled last year. Paul Peterson is breaking in as his assistant. Winslow Allen is doubling as manager, Lynn Open Air and the Capitol, Lynn, Mass., with George Shionis as his assistant. At the Bangor, Maine, drive-in, Ted Limberis has been placed as manager. He formerly operated the Olympia, Bangor, which has been closed. When the Augusta, Maine, drive-in opens, Walter Brooks will be in charge, moving over from the Civic, Portsmouth, N. H., with relief-man Fred Caldwell taking over his post at the Civic.



Japanese "Sukiyaki" was served recently to invited guests and the press at a Japanese-style dinner at the Sheraton Plaza Hotel following a screening of the Academy Award winning Japanese film, "Gate of Hell," Exeter Street, Boston. Seen are Hashimoto Hiroshi, public relations attache, Japanese Embassy, serving the guests, left to right, Rev. A. K. Reischauer, former missionary to Japan; Rudolph Elie, Boston Herald columnist; and Miss A. V. Berlin, hostess.

With three separate censorship cases on file in the Boston courts, all involving the Commissioner of Public Safety and his Sunday censorship department, a May date for hearings has been set for two cases. In the Times suit involving the two foreign films, "Game of Love" and "One Summer of Happiness," Judge Counihan, Supreme Judicial Court, has reported the case for decision by the full bench of seven judges. Chief Justice Qua has allowed the case to be placed on the May list for hearing. In an unusual move, Justice Qua allowed a waiver of the rules and permitted the Times case to be argued along with another similar censorship case, the Brattle, Cambridge, Mass., suit involving the censorship of the Swedish film, "Miss Julie," which had been denied a Sunday license by the Commissioner. Otherwise, the Times case would have had to wait for argument unitl the fall term. Attorney for the Times case is the Boston firm of Albert, Albert, and Tyber, while the firm of Peabody, Koffman, and Brewer represents the Brattle case. In still another censorship case filed in this city, the RKO "French Line" suit involving the Commissioner of Public Safety, the Mayors of Boston and Lynn and various city officials, attorney Joseph Welch has asked for a 30-day postponement on the hearing on the merits of the case, originally set for an April 18 hearing.

George Roberts, treasurer, Rifkin Circuit, is taking his children, Paul and Barbara, to Washington during their school vacation week for sightseeing. . . . Burt Coughlan, who owns the Fine Arts and the People's, Maynard, Mass., is sending his 10-year-old daughter Linda to Switzerland for a summer at camp. Later, he and Mrs. Coughlan will follow to bring her home, taking the opportunity to visit several European countries searching for art films and for treasures for their art gallery connected with the Fine Arts.

James Petrie, a local man associated with Louis deRochemont, screened an eight-minute experimental Tri-X fast black and white movie reel at the Fine Arts, Maynard, Mass., following a regular performance at the theatre. A personal friend of Burt Coughlan, owner, Fine Arts, Petrie used the theatre to see his first shots of night scenes he had taken in Times Square, New York, experimenting with dark scenes with very little light.

Activities around the Loew's State and Orpheum include the current "Hit The Deck" feature, with Karl Fasick arranging a teen age fashion show from the stage tieing in with Slattery's store. The special Saturday morning show started at 9:30 a.m. with the fashion show following. . . . Helen "Oby" O'Brien, secretary to Nick Lavidor, manager, University, Cambridge, Mass., spent a week in New York taking in the theatres and night spots.

The industry was shocked to learn of the death of John W. "Jack" Brown, 47,



James Cagney, in Boston recently to promote Paramount's "Run For Cover," met with several branch managers and others on promotion and sales plans for the film. Seen, left to right, are Dan Houlihan, Paramount Albany branch manager; Ed DeBerry, Buffalo branch manager; Jerry Govan, film buyer, New England Theatres; Henry Germaine, New Haven branch manager; John G. Moore, assistant eastern division manager; Cagney; and Jack Brown, Boston branch manager.

who was named branch manager, Paramount, a year ago last August. He died suddenly at his Reading home on Saturday afternoon while working in his garden. The reason given by doctors was a heart attack. He had worked his way up the ladder at the Paramount exchange from a student booker to branch manager, which position he was elevated to when John Moore was promoted to division manager. Funeral services were held at the chapel of the Puritan Lawn Memorial Park, West Peabody, Mass. He is survived by his widow and two children.

An application for a license to build a drive-in on Hull Street, Cohasset, has been made to the town fathers, who have turned over the application to the legal department of the building department for an opinion. . . . Michael Bruno, owner, Tilton, Tilton, N. H., was recently installed Exalted Ruler for the Franklin, N. H., Lodge of Elks. . . . Benjamin Sack, owner, Beacon Hill, is tessing a dinner at the Boston Club and a screening of "To Paris With Love," the current attraction, for the press and invited guests. The occasion was also used to formally introduce the theatre's new manager, Harry Harding, to the local film critics.

Jim Sayer, New Hampshire drive-in owner, has taken over the operation of the Northampton, N. H., drive-in, adding it to his two other ozoners, the Ole Rock, Salem, and the Starway, Somersworth, both in New Hampshire. . . . Norman Zalkind, Strand, Fall River, Mass., made his first appearance in the film district since the first of the year when Mrs. Zalkind suffered a severe back injury in a fall at her home. He reports that she is recovering from the serious accident.

Eliminations announced by the Bureau of Sunday Censorship included "Jump Into Hell," parts 1 to 10 (Deletions: eliminate dialogue, "I'll show that tramp," in part 8). Warners. "Three Cases Of Murder," parts 1 to 11 (Deletions: eliminate dialogue, "Damm fools," in part 3; eliminate the word "tramp" which appears four times in part 7). Regal.

New Haven

Crosstown

Irving Hillman, Roger Sherman manager, received some more nice bally for films at his theatre. For "East of Eden," he arranged to get the film via Eastern Air Lines and had a picture snapped for the newspapers showing the print coming to the New Haven Airport. . . . Bowl Drive-In is now open all week. . . . Pequot is publicizing its CinemaScope with good newspaper space. . . . Another angle set by Irving Hillman for "East of Eden" at the Roger Sherman was the free giveaway of the photo of James Dean, courtesy of Sidney Studio.

The benefit show for the Troop 3, Handicapped Boy Scouts of America, at Loew's Poli had a nice turnout. . . . For bally of "Cell 2455," Loew Poli College



The Beacon Hill, one of Boston's most attractive art houses, has the distinction of having one of the youngest of managerial teams in the area. Harry Harding, recently promoted to managing director, and his assistant, Sebastiano D'Angeli, left, are each 25 years old. They handle the entire operation of the house with the exception of buying and booking, which owner Benjamin Sack does himself.

received a notice in the Elm City Clarion mentioning that "if you have numbers 2455 on your social security card, birth certificate, driver's license, military papers, or any other legal document, you can get into the College free during the week." . . . Manager Morris Rosenthal, Loew's Poli, was up and around after a stay at the New Haven Hospital.

Comedy races, free toys, cartoons were the features of the kiddies show at the Cameo, Bristol.

Palace, Norwalk, had special comedy races at a kiddie show. . . . Allyn, Hartford, gave free thunder jet gliders to the children at the Saturday matinee show.

Meadow Street

Folks in the area were sorry to hear of the death of Jack Brown, branch manager, Paramount exchange, Boston. Jack will be remembered by localites from when he was in the area. Henry Germain, branch manager; Chester Pickman, salesman; and Dick Carroll, office manager-booker, local Paramount exchange, went up to Massachusetts to attend the Brown funeral.



Xavier Cugat, featured in Columbia's "Chicago Syndicate," was host at a special recent screening of the film in Boston. Seen, left to right, are Tom O'Brien, Boston Columbia branch manager; Cugat, and Harry Rogovin, Columbia's New England division manager.

It was reported that Ray Zimmerman planned on converting his Broadbrook into a super marker in May. . . . A. Brucker, Columbia exploitation department, was in for the College; State, Waterbury, Conn.; and Palace, New Britain, Conn., for ballyhoo of "Cell 2455." . . . Bowl, West Haven, Conn., Drive-In, was getting a larger screen. . . . Waterford Drive-In has a larger screen. Shep Bloom, 20th-Fox branch manager, and Sam Germain, salesman, were to attend the 20th-Fox sales meeting in Philadelphia. . . . Ben Simon, former 20th-Fox branch manager, was planning a trip out to California in May. . . . Shep Bloom, 20th-Fox branch manager, planned on moving his family from Philadelphia, having found an apartment on Whitney Avenue.

State, New Britain, Conn., started a new dinnerware deal for lady patrons. . . . Music Box, New Britain, Conn., had "Smiling Jim's Western Caravan" on stage. . . . Francis McWeeney arranged with radio station WWCO to have Les Davis, one of their announcers, pitch a tent on the top of the large screen. He was scheduled for a one week stay, night and day in a tie-in contest. Angle was played up every day in the newspaper advertising and station did broadcasts direct from the outdoor theatre spot. . . . The Lake had "F.U.N." day as a "gimmick" for children's appeal. Gave away free comic books to the youngsters. . . . United Artists is scheduled for another drive from July 1 to 7.

Milford Open Air Theatre received a building permit for a 16 foot extension to the screen. Permit indicated $4,000 improvement. . . . Cameo, Bristol, Conn., had a display ad in the Press with free passes offered to the youngsters to see "Davy Crockett," based on a contest asking children to name three important events in Davy Crockett's career. . . . E. M. Loew, Farmington, Conn., announced the installation of a new CinemaScope screen. . . . The Manchester Elks planned a theatre party at the State on May 24. Joseph Reynolds is chairman. . . . The eighth annual vaudeville show of the Bridgeport Firemen's Association was held at Klein Memorial, Bridgeport, Conn.

Circuits

Loew Poli

Division manager Harry F. Shaw and Mrs. Shaw were due back from a South American cruise.

Connecticut

Hartford

Area theatremen were cheered by latest development in proposed censorship move for Connecticut film exhibitions. A bill to create a board of review to pass on motion pictures, theatricals, or other public amusement to determine if they are "injurious to the public" drew no support at a Judiciary Committee hearing at State Capitol. TOA's Attorney Herman M. Levy declared that present laws provide ample protection against showing of any obscene or immoral motion pictures.

Bernie Menschell and John Calvocoressci, Manchester Drive-In Theatre Corporation, report installation of a VistaScope screen, first of its kind in the east. Manufactured by Raytone, the screen was used initially in the Chicago area, according to Menschell. Measurements are 100 feet wide and 41 feet high.

New screen, measuring 103 feet wide and 69 feet high, has been installed at the E. M. Loew's Farmington Drive-In, according to George E. Landers, Hartford division manager for the circuit. Landers is supervising construction of a $250,000 drive-in, to be known as the Candlelight Drive-In, Bridgeport, Conn. Opening is slated for early June. . . . Paul W. Amadeo, general manager, Pike Drive-In, Newington, Conn., is eagerly anticipating release of UA's "Marty," starring Ernest Borgnine, a fellow classmate at the Randall School of Dramatic Arts, Hartford, some years ago. Amadeo was an arts division student at the time.

Harry F. Shaw, division manager, Loew's Poli-New England Theatres, and Mrs. Shaw were due home from a South American cruise. . . . The area trade extended congratulations to Phil Gravitz, MGM's New Haven branch manager, on his 25th anniversary with the company. Gravitz started with Loew's in New York. . . . Robert Duffy is new assistant manager, Lockwood and Gordon's East Windsor Drive-In. Bill Daugherty continues as manager.

The Canaan Drive-In resumed operations April 15, following installation of a 100-foot wide CinemaScope screen. Playground equipment has been ordered and the concession building has been completely redecorated. Following policy of past seasons, the situation distributed free soft drinks and popcorn on opening night. . . . A certificate of incorporation was filed at the Secretary of State's office at State Capitol for the B and S Theatres Corporation, Salisbury, a new Connecticut corporation, listing amount of commencing capital, $1,000; incorporators, Ida Solkoff and Louis Solkoff, both of New Jersey; and Isadore Solkoff, New York.

A petition by James B. Sniffen for a waiver of use regulations in a Residence B Zone for a drive-in on South Main street, Stratford, was denied by the Stratford Planning and Zoning Board. Sniffen's petition for the theatre proposed for construction opposite the Stratford Convalescent Hospital was given a public hearing at the February meeting of the board and had been under study since.

Paul Creal has been named house manager, Art. . . . Exploitation field men in town were John McGrail, U-I, "Man Without a Star," Loew's Poli; Herb Schloss, Columbia, "Three For The Show," E. M. Loew's. . . . Joe Miklos, Stanley Warner Embassy, New Britain, Conn., broke into the New Britain Herald with a two column beauty shop co-op ad on Allied Artists' "Bowery Boys in High Society."



MGM home office and field executives met recently with Stanley Warner Theatre representatives in New Haven for an analysis and plan campaign on "The Prodigal." Seen, seated, are Philip Gravits, MGM branch manager; Nick Brickates, SW district manager; Larry Germain, SW booker; and Joe Liss, SW Albany and Boston district manager; while standing are Floyd Fitzsimmons, MGM field press representative; Arthur Canton, MGM eastern division press head; Elmer Hirth, SW buyer and booker; Larry Lapidus, SW Albany and Boston buyer and booker; and Oscar Doob, from the MGM New York office.

A sizable Connecticut film industry delegation attended the April 18 testimonial dinner honoring former Lieutenant Governor Edward N. Allen at the Statler Hotel. The guest roster, numbering 1,100, representing leaders of Connecticut industry, business, insurance, and politics included numerous downtown theatre managers, as well as George E. Landers, Hartford division manager, E. M. Loew's Theatres, and Henry L. Needles, former Hartford district manager, Warners Circuit Management Corporation. Former Mayor William H. Mortensen, managing director, Bushnell Memorial, was toastmaster.

Waterbury

In one of this area's biggest drive-in promotion stunts, Frank McQueeney, manager, Pine Drive-In, tied-up with enterprising disk jockey Les Davis, WWCO, to spend 24 hours on a specially-erected eight-by-eight foot platform atop the theatre's screen, to absorb the theatre's "superb drive-in atmosphere." Teaser ads for weeks ahead of the 24-hour stunt were tied-up with the line, "Watch for the Pine's D.I.A.!" Davis, of course, broadcast his show from the platform. He was supplied with sleeping bag, meals, phone, etc. . . . Bob Schwartz, Lake Drive-In, has a new encyclopedia giveaway.

New Hampshire

Belmont

Community Movies here presented the entire proceeds of an Easter show to the Belgian government to help alleviate the suffering of some child who was injured in the disastrous Palm Sunday fire at the Cino Rio, Sclessin, Belgium. The Belmont children received a letter from the Belgian government commissioner of information thanking them for their contribution.

Concord

A bill to raise the minimum wage in New Hampshire to 90-cents an hour, plus an amendment providing a 65-cent minimum for theatre ushers and pinboys, is under hot debate in the State House of Representatives. Other exceptions to the 90-cent minimum would include hotel and restaurant workers, caddies, farm help, and outside salesmen. The bill would provide a 60-cent minimum for inexperienced and incapacitated help.

The Concord Drive-In's huge panoramic plastic screen is said to be the only one of its kind in New England.

Franklin

Ralph Morris, manager, Colonial, reports that a local man, jobless and mentally depressed, attempted suicide at his theatre during a showing of "Battle Cry." The man, 28, took a poison concoction of iodine and aspirin and was rushed to the hospital. He is now a patient at the state mental hospital in Concord, where he was sent for observation and treatment.

Hooksett

The Sky-Ray Drive-In here, which recently opened for the season is attracting early customers by advertising free novelty gifts for the ladies.

Manchester

The Variety had a special show recently when children had a day off from school with the matinee starting at 1 p..m . . . The Manchester Drive-In offered free candy for children attending a show.

Nashua

The Nashua Drive-In has opened for the season.

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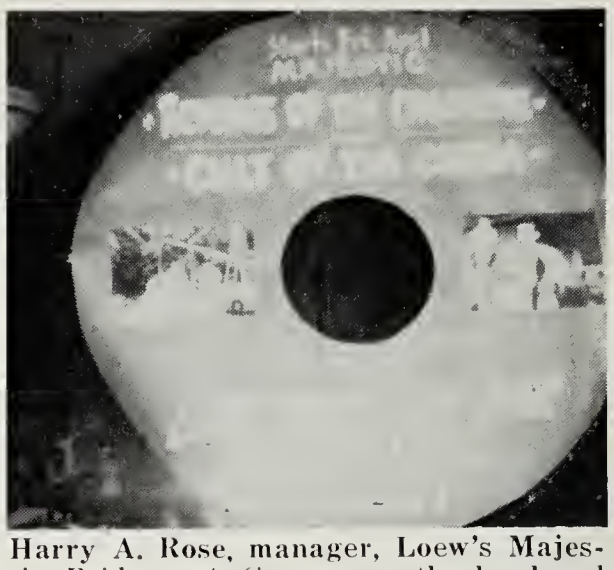
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Quantity	Items desired	Unit cost	Total
	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$.60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
	BOXOFFICE STATEMENTS:		
	. . . Regular theatre. Padded in 50's and punched (5½x9 in.) Item #3 in illustrated folder. Per pad	.25	
	. . . Drive-In theatre. Padded in 50's and punched (5½x9 in.) Item #9 in illustrated folder. Per pad	.25	
	PROGRAM AND RUNNING TIME SCHEDULES:		
	. . . For regular and drive-in theatres. Padded in 50's (5½x9 in.) Item #2 in illustrated folder. Per pad	.25	
	BOOKKEEPING SYSTEM—Book:		
	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder	1.60	
	BUSINESS ANALYSIS SPREADSHEETS:		
	. . . Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets	.50	
	PAYROLL FORMS:		
	. . . Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
	EMPLOYE EARNINGS RECORD CARDS:		
	. . . Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards	.35	
	PETTY CASH CONTROL SYSTEM:		
	. . . Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad	.25	
	. . . Weekly envelopes for filing full week's transactions. Part of Item #5 in illustrated folder. Sets of 50	.60	
	SERVICE MANUALS FOR TRAINING:		
	. . . Separate sections on regular and drive-in employes (3x6 in.) Item No. 8 in illustrated folder. Each	.10	
	TOTAL REMITTANCE to cover this ORDER →		

Direct ORDER to: MOTION PICTURE EXHIBITOR, 246-48 N. CLARION ST., PHILADELPHIA 7, PENNA. CASH, CHECK or MONEY ORDER in the proper amount, should accompany all orders

Theatre Name

Shipping Address



Harry A. Rose, manager, Loew's Majestic, Bridgeport, Conn., recently developed the above unusual window display on U-I's "Revenge of the Creature" by employing a flying saucer idea.

The Weirs

The Weirs Drive-In has opened for weekend operation.

Rhode Island

Providence

The proclamation of "Admiral Hoskins Day" by Rhode Island's Governor Dennis J. Roberts, and the participation of civic and naval dignitaries, as well as Sterling Hayden and Alexis Smith, stars of "The Eternal Sea," in a program of activities, including a premiere reception, a Chamber of Commerce luncheon, an elaborate parade, and theatre ceremonies were highlights of the world premiere of the Republic film at the RKO Albee. Fleet Admiral William "Bull" Halsey, USN, retired, headed the top-ranking naval dignitaries present at a reception tendered by Herbert J. Yates in honor of Rear Admiral Hoskins and Mrs. Hoskins at the Sheraton Biltmore Hotel prior to the opening, at which Richard W. Altschuler, director of world wide sales for Republic, and Mrs. Altschuler, acted as hosts. J. Whitney MacDonald, vice-president, Chamber of Commerce, was toastmaster at the luncheon in honor of Rear Admiral Hoskins, whose life story is told in the film. Honored guests included Vice Admiral McCormick; Captain W. F. Raborn; Lieutenant Governor John S. McKiernan; John C. Watkins, publisher, Providence Journal and Bulletin; Sol A. Schwartz, president, RKO Theatres Corporation; John H. Auer, associate producer-director of the film; and the stars. Navy bands, marching units, color and honor guards accompanied a motorcade in a parade to the theatre for the opening and participated in ceremonies in front of the theatre, which had radio and TV coverage. The premiere featured navy tenor Everett Morrison, Providence; the Providence College Glee Club; a concert by the Marine Corps of Artillery Band, and introducion of the stars and celebrities. In the morning, both stars greeted the winners of a WJAR-TV letter contest on the "Breakfast At The Sheraton" program. They were also presented with keys to the city and appeared on a TV interview program. A 62-foot model of an aircraft carrier was on display on the Mall opposite City Hall, in honor of "Admiral Hoskins Day," and a navy destroyer fleet was in the harbor at the State Pier.

NEWS OF THE Territory

New York City

Crosstown

Columbia's nine divisional field exploitation managers have returned to their headquarters around the country to prepare for the promotion of the company's forthcoming product following an intensive one-day meeting with home office executives. Holding important places in the discussions were territorial saturations and multiple-opening campaigns, improvement of communications between the home office exploitation department and the field men and between the exploiteers in the various sections of the country, and the coordination of on-the-spot promotion with advertising and publicity material emenating from the home office. Paul N. Lazarus, Jr, vice-president in charge of advertising and publicity, keynoted the meeting and was followed by Howard LeSieur, director of advertising, publicity and exploitation, who outlined the company's general promotion policy. Specific points were scrutinized in a roundtable conducted by Al Rylander, exploitation manager, and Ray Murray, assistant exploitation manager. In addition, Sidney Schaefer, media manager, spoke on Columbia's upcoming advertising campaigns, and Robert Ferguson, assistant to LeSieur, discussed the use of lobby displays, accessories, and other promotion aids produced by the home office. All the members of the home office exploitation department participated in the meeting.

Clark Ramsay, executive assistant to David A. Lipton, U-I vice-president, accompanied by Bob Rains, U-I studio television and radio promotional contact, and Robert Faber, who supervises the production of U-I trailers, arrived from Hollywood for a series of meetings with U-I advertising, publicity, and promotion executives.

Charles B. Moss, executive director, B. S. Moss Theatres and the Criterion, Broadway, left on the Queen Elizabeth for a tour of the film production centers in Europe to view recently completed product. He will also attend the Cannes Film Festival. . . . J. R. Grainger, president, RKO, came in from Hollywood for conferences with E. L. Walton, his executive assistant; Walter Branson, world wide sales manager; and H. H. Greenblatt, domestic sales manager, on forthcoming product.

Dance star Gene Nelson, who is featured in Rogers and Hammerstein's "Oklahoma," produced and filmed in Todd-AO, arrived from Hollywood for a brief stay to do a series of TV appearances. The film is scheduled to have its world premiere at the Rivoli the latter part of July. . . . Margaret Hayes, who appears in MGM's "Blackboard Jungle," Loew's State, participated in a discussion of the film at the Motion Picture Forum at New York University. . . . George



Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association, Inc., which represents the leading theatre circuits in the New York area, recently presented a check representing 100 per cent paid up contributions by MMPTA members to Philip F. Harling, treasurer, Committee Against Pay-As-You-See TV.

Nichols, MGM's studio publicity department, came in from the coast.

The Babylon, Babylon, L. I., was destroyed by fire. . . . Smith Management Company is the new operator, Hollybrook Drive-In, Peekskill, N. Y.

Walter Lowendahl, executive vice-president, Transfilm, and president, Film Producers Association of New York, returned following an eight-week European trip. . . . Edward Sullivan, 20th-Fox publicity manager, is in Cuba on vacation. . . . Robert Wronker, feature writer in 20th-Fox's publicity department, returned from a two-week trip to Havana.

Nat Levy, RKO's eastern-southern division sales manager, left for Dallas and Houston, where he will meet with exhibitors and exchange personnel on "Son of Sinbad." . . . Mort Blumenstock, Warners vice-president in charge of advertising and publicity, arrived from Burbank, Cal., for conferences with home office executives.

New Jersey

Newark

Bernard Silverman, manager, Branford, and for many years acting as manager, Stanley Warner New Jersey Zone, was promoted to district manager for Essex County. The New Jersey theatres will now be supervised by district managers A. Williams, H. Widenhorn, and Silverman.

The following managerial changes took place in the Stanley Warner New Jersey Zone. John Stanek, manager, Fabian, Hoboken, became acting manager, Branford, Newark; Fred DeAngelis becoming manager, Fabian, Hoboken. Ray Holly is now manager, Capitol, Newark, due to the resignation of Jules Stark.

The Central, Jersey City, will present a bathing beauty contest on the stage tonight (April 27). The theatre also celebrated its anniversary by presenting many activities from the stage. . . . The Fabian, Hoboken, and Warner, Harrison, presented "Shandin, the Magician" in connection with their kiddie shows. . . . The Ritz, Elizabeth, held a "Name the Puppy Contest," and presented the winner with a Siberian Husky pedigreed puppy.

The DeWitt, Bayonne, presented "Ward, the Wizard," a magician and ventriloquist act. . . . Sympathy is being extended to Cele Breitner, secretary to John Mckenna, film buyer, Stanley Warner New Jersey Zone, on the death of her mother.

New York State

Albany

Airborne for the west coast on May 3 will be Jack Goldberg, MGM branch manager, and Mrs. Goldberg. They will take a three-week vacation in Los Angeles and San Francisco. Goldberg, assistant chief barker, Tent 9, will attend the convention of International Variety Clubs the first week. He and Mrs. Goldberg will also visit the MGM studios; will call on Gus Lampe, one-time general manager, Schine Circuit, later manager, Schine-owned WPTR, Albany, and now entertainment director, Schine Hotels and will trek to San Francisco.

Edward L. Fabian spent two days in the area on a periodic visit to Fabian theatres and with Fabian managers. He inspected Mohawk Drive-In's new widened screen and remodeled cafeteria-style concession building; huddled with division manager Saul J. Ullman and other members of the circuit organization. The son of S. H. Fabian enoyed a 15-day vacation at the famed and fabulous Boca Raton Club, Fla.

Buffalo

With about 350 showmen present from all parts of the exchange territory and Canada, Jack Mundstuk, MGM branch manager, and Garfield Cass, Toronto exchange head, co-hosts, opened the big MGM Ticket-Selling Workshop in the Hotel Statler. Mundstuk and Cass introduced Jack Byrne, eastern sales manager, and Hillis Cass, Canadian general sales manager, who in turn introduced Mike Simons, MGM's director of customer relations, who presided. Showmen were the guests of the Coca Cola Company at lunch in the Statler. Others who attended the workshop were Emery Austin, MGM exploitation director; George Murphy, MGM star and that studio's good will ambassador; Chester Friedman, MGM Canadian publicity head; Stephen Pirozzi, MGM field representative in the Buffalo and Albany districts; and Arthur Canton, eastern division publicity manager. Assisting in the proceedings from the Buffalo exchange were Abe Harris and Eddie Susse, salesman; Marion Ryan, office manager; and Virginia Callahan and Beatta Kaye, bookers. Panelists at the workshop were Ivan D. Anderson, Liberty, North Wilkesboro, N. C.; Bob and Melba Walker, Vintah, Fruita, Colo., who operate a theatre seating 210 in a town with 1200 population; James R. Nairn, director of advertising and publicity, Famous Players Canadian Corporation, Toronto, Canada; Jim Partlow, city manager, Dixie Drive-In, Orlando, Fla.; and A. J. Kalberer, Indiana, Washington, Ind. Simons pointed out the importance of the theatre to the community, how the theatre attracts people to the town or city, who in turn not only go to the shows but buy the goods in the various merchants' shops. He declared that when business is off, the merchants need the theatres with their live-wire selling ideas and the theatres need the help of the merchants in selling entertainment, so that both sides should stage community celebrations and wake things

up all around. Simons declared that theatres now have important new technical processes to sell and are learning that television, instead of hurting theatres, is turning out to be another ally and a great help in selling motion picture entertainment. The MGM customer relations head pointed out that there are a large number of exhibitors, many of them new in the exhibition end of the business, who are unfamiliar with the many selling aids provided by MGM in promoting pictures. Simons pointed out that there are no less than 33 aids, most of which are free.

George Murphy, MGM star and now a studio executive, was the star of the Police Ball in Rochester when he appeared in person at the affair. Murphy's appearance was arranged by Lester Pollock, manager, Loew's Rochester, and Carl Hallauer, president, Bausch and Lomb. . . . Leon Serin, former manager, Center, UPT downtown first-run, and now city manager, UPT, Philadelphia, where he supervises the operation of the Tower, Roosevelt, and Nixon, was in making arrangements to move his family and furniture to Upper Darby, Pa., his headquarters. While in Buffalo, Serin dropped in to look over the Center theatre and to confer with Arthur Krolick, district manager, UPT.

Nat Marcus, manager, Warners' exchange, is all smiles these days as he passes around the stogies. Nat is a grandfather. His daughter has given birth to a nine-pound boy. The baby has been named Lee Moss Kutner. Nat also is feeling good because his son, Lieutenant William C. Marcus, is home on a furlough. . . . William Brett, for many years house manager, Shea's Buffalo, has been named president and general manager, Skyway Theatres, Inc., operating the Niagara Drive-In.

Buck Ironfield, former office manager, 20th-Fox, Albany, is now associated with the Buffalo sales staff of Columbia, covering the Rochester and Syracuse districts. . . . Dave Leff has resigned as representative of IFE. He formerly managed the Buffalo United Artists exchange. Leff has been succeeded by Sal DiGennaro, New York, who will cover both the Buffalo and Pittsburgh districts for IFE.

Paul Swater, managing director, Teck, home of Cinerama, has inaugurated a "Housewives' Matinee," which will be staged every Thursday. . . . A $100,000 fellowship program for advanced study in physics, chemistry, and chemical engineering has been established by Eastman Kodak Company in Rochester. Under the program, the company will award 34 fellowships, each providing for a grant of at least $1,400 to the recipient. If married and with dependent children, it provides $2,100. In addition, each award allows a sum of $1,000 to the university to help defray the cost of research expenses during the period of the fellowship.

Some 500 Buffalo and western New York physicians were silent and absorbed the other night as they watched, via closed circuit TV, Dr. Jonas E. Salk demonstrate the conclusive evidence that the anti-polio vaccine developed by him is a success. The hour-long program was given



U-I played host recently at the Victoria, New York City, to several hundred children of its press, radio, TV syndicates and magazine contacts at a screening of "This Island Earth." Seen, left to right, looking over some of the gifts presented the kids, are John Cusack, manager, Victoria; Jeff Morrow, star of the film; Max Fellerman, assistant to the president, Lopert Films, which operates the theatre; and Philip Gerard, U-I eastern publicity manager.

in the Center, which was closed two hours for regular patrons so that doctors could see the important program. . . . Ben Dargush, manager, Center, announces that his house will telecast the Marciano-Cockell heavyweight championship fight via closed circuit TV, for which all seats will be reserved.

Canandaigua

Joe DeSilva, Schine's Playhouse, recently made a tieup promotion with a shoe store whereby candy was given free to each child attending a Saturday matinee.

Jamestown

Dan Gilhula, manager, Shea's, is spending his vacation touring Mexico. Relieving him is Bernie Hickey, Shea's Fulton, Pittsburgh. . . . Bill Stevens, former business agent, projectionist's local here, was in for a visit after recuperating from surgery. . . . Germain Germain, Dipson's Palace, is back on the job after being hit by a car and being laid up for three months. . . . Pic 17 and Lakewood Drive-Ins are now open for the season. Both have larger screens and CinemaScope equipment.

Gus Nestle, SW Wintergarden, attended a zone meeting in Cleveland. . . . The SW Wintergarden had a full page co-op ad on "The Glass Slipper." . . . With the fishing season on, Gus Nestle landed one of a local sporting goods stores' contest when he landed a two-pound, one ounce brook trout. . . . G. Germaine, Bernie Hickey, and Gus Nestle attended the MGM Workshop at the Statler Hotel, Buffalo, and also the testimonial dinner for Dave Miller.

Bob Bowman, SW district manager, visited the territory. . . . Gus Nestle, SW Wintergarden, promoted three TV sets for kid show giveaways during April. . . . Virginia Callahan, MGM booker, stopped in at the SW Wintergarden to say "hello" while passing through town. . . . Gus Nestle, SW Wintergarden, has been notified that he won one of the $10 prizes from RKO for a press book idea on "Son of Sinbad."

EYEING THE Exchanges

UA—A going away luncheon was given Rose Filler at the Famous Kitchen. . . . Condolences to booker Sophie Bochilo on the death of her brother Jessie Kabat.

RKO — Machine operator Elizabeth Degnan and clerk-typist Phyllis Schaeffer celebrated birthdays in mid-April. . . . Secretary Ann Levey was to start vacationing.

AA—Booker Hank Feinstein is to be best man at brother Dick's wedding. . . . John Burroughs, former exchange worker and now associate producer, came in from the coast for a visit. . . . Salesman Jack Farkas was out ill. . . . Condolences to secretary Gina Tursi upon the death of her aunt.

WARNERS — Eletha Lych, contract files, was engaged Easter Sunday to an Englishman. . . . Inspectress May Tallman recently celebrated a birthday. . . . Cashier's clerk Elissa Goldstein was home due to illness. . . . Victory Jordan, formerly of Cleveland, is the new booking clerk.

COLUMBIA—Head booker Kathrine Becker is to start her vacation in the near future. . . . Those celebrating April birthdays include bookkeeper Harriet Miller, cashier clerk Camielle Patti, booker's clerk Francis Taylor, contract clerk Barbara Wilson, print booker Hal Royster, and salesman Jules Rieff. . . . Saul Trauner recently returned from his Florida vacation.

PARAMOUNT—The Paramount office is all wet, with paint that is. . . . Arlene Gabrielle was recently given a shower. . . . A birthday yesterday (April 26) for typist clerk Florence Marin.

RAMBLIN' 'ROUND—Condolences to Bill Tavernise, 20th-Fox, on the death of his mother. . . . U-I branch manager David A. Levy has returned from a Florida vacation. . . . Bell's "Princess Cinderella" had an unusual opening at the Bellevue, Upper Montclair. The producer and Bell Films are going all out on this one. . . . The 20th-Fox staff recently had a luncheon at the Picadilly to celebrate birthdays for contract clerk Lynn Flisser and bookkeeper Helen Schwartz. . . . Harry Sattenberg, night examiner, U-I, is back in the hospital. . . . Republic contract clerk Millie Ferrar recently celebrated a birthday. . . . Joe Ingber, Brandt, and Lou Fishler, Cinema Circuit, left for Florida vacations. . . . Mr. and Mrs. Kulick, Bell, will journey to see son Lieutenant Richard at the Wright-Patterson Air Force base in the middle of May. . . . Romeo Zaccone has been transferred to the TV transportation department at Bonded. His old job will be taken over by Rocco Serapiglia. . . . Heading for Florida vacations were Benny Wray, General Delivery Service, and Irving Kaplan, Randforce Circuit, Brooklyn.

—D. T.

NEWS OF THE Territory

Philadelphia

Crosstown

Ted Schlanger, local zone manager, SW Theatres, has accepted an appointment to serve on the National Exhibitors Committee and as chairman, Philadelphia exchange area, for a special one day collection for the Will Rogers Memorial Hospital during the week of August 15. He was asked to serve on this project by national exhibitor chairman M. A. Silver, at the request of Si Fabian, national chairman for the one day audience collection. Schlanger expresses the hope that all theatres in the area will cooperate, with the SW theatres participating 100 per cent and the United Paramount houses and the Fox already indicating full cooperation.

Some 500 patrons of William Goldman Theatre's State left the building as smoke from a basement fire filtered into the orchestra. An usher smelled smoke, discovered the fire in a lounge, where an overstuffed chair was ablaze. Employes used fire extinguishers on the flames, which set off an automatic sprinkler alarm. The fire was almost quenched when firemen arrived. Meanwhile, manager Norman T. Cohen, had quietly advised patrons to leave although there was no danger, and they filed out quietly. Firemen said the fire evidently started from a cigarette and that a ventilating system carried the smoke into the auditorium.

Jerry Gaghan, well liked columnist, returned to The Daily News.

The AB-Paramount Nixon had an early morning fire which necessitated closing for a few days. A bad break on newspaper deadlines had the theatre's ad running over the week-end that the house was closed.

Vine Street

With the help of their exhibitor customers and friends, every employee in the local United Artists branch can win a big cash prize during July 1-7, United Artists Week. If the local gang can get more pictures played than any other branch, it will really be a big payoff, so help these nice people over the top.

John "Jam Handy" Golder was recuperating from his recent eye operation. Mrs. Golder, who also had an eye operation, is doing nicely. . . . Bill Brooker, the Columbia publicist, postcards from New Bedford, Mass., saying he spent the winter in Mississippi, Alabama, Louisiana, Georgia, and Florida. Now in New England, he is handling early dates on "Cell 2455, Death Row."

Columbia publicist Milt Young underwent a minor operation in Graduate Hospital. . . . Ben Blumberg, Blumberg Brothers, was hospitalized at Hahnemann, and reported doing nicely.

The third in a series of five 20th-Fox divisional sales meetings to set merchandising policy for the spring and summer exhibition seasons convened here with W. C. Gehring, executive assistant general sales manager, in charge. In attendance was Glenn Norris, eastern sales manager; Martin Moskowitz, Atlantic division manager; and branch heads including Abe Dickstein, New York; Sam Diamond, Philadelphia; Ira Sichelman, Washington; Clayton G. Pantages, Albany; Al Levy, Boston; C. B. Kosco, Buffalo; and Shepard Bloom, New Haven.

Sandy Gottlieb, Tri-States Buying and Booking Service, went to Cleveland to attend the funeral of his sister. . . . Benny Harris, American Film, still has his broken toe in a cast.

Back in July 15, 1918 in an issue of "Vine Street," which predated MOTION PICTURE EXHIBITOR it was stated Williamsport was the town that Joe Schaeffer loved the best. We still wonder, why?

District of Columbia

Washington

The nation's capital was the site of impressive ceremonies honoring the memory of the late United States Chaplain Peter Marshall and the motion picture biography of his life, 20th-Fox's "A Man Called Peter," adapted from his wife's best-selling book. Richard Todd, who stars as Peter Marshall in the film, and Mrs. Marshall were both on hand to receive an award from the United Church Women of Washington and for other impressive ceremonies, including the presentation of a print of the CinemaScope production to the national Archives.

Horace Johns Mourned; Was IATSE Executive

PHILADELPHIA — The industry last week mourned the passing of Horace Johns, 60, who had been business agent, Motion Picture Machine Operators Local 307, IATSE, since 1929.

Johns, a tireless union worker and top projectionist, who worked in many of the local first run houses, including the Boyd, died from a heart attack. He had been in the union offices the day before his death. He also was a delegate to the Central Labor Union and a member of the Masonic Order.

Surviving are his wife, a son, three sisters, and two grandchildren. Services were held from his home with burial in Hillside Cemetery.

Daylight Time Extended Despite Exhibitor Protest

PHILADELPHIA — City Council last week adopted a resolution starting daylight saving time at 2 a. m. Monday morning, April 25, and continuing until Oct. 30, an extension over previous years.

Representatives of theatres were the only opponents, asserting it will cut down attendance.

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As an extra Easter attraction with "The Long Gray Line," RKO Keith's presented a Cartoon-O-Scope Carnival on the first show daily during Easter week.

COLUMBIA—Evelyn Bunn, Lora Brock, and June Edwards, Columbia starlets, arrived to promote Columbia's "Three For The Show." The girls made the rounds, meeting radio and television personalities and also were guests of the Washington Advertising Club luncheon. . . . Sam Galanty, division manager, left to visit the branch in Cleveland. . . . Sid Zins, publicity representative, attended a special meeting for Columbia publicity representatives in the home office. . . . Harold Goldstein, booker, announced that Nov. 13, 1955, is the date for his wedding to Nancy Posin.

DISTRICT THEATRES — Rufus Byers, public relations, surprised his office when he announced that he had married Blanche Curry while on his vacation in Texas.

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★ 1 Century 70/140 Generator
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As promotion for Warners' "Strange Lady In Town," SW Stanley, Philadelphia, a screening was held for disc jockeys from local radio stations with each one attending given a recording of Frankie Laine singing the title song. Attending were, from left, Birk Binnard, SW publicity head; Ed Hurst and Joe Grady, station WPEN and WPTZ-TV; Harry Ascola, Philadelphia representative, Columbia records; and Irving Blumberg, Warners' field representative.

RKO—Hank Howard, publicity representative, Philadelphia, was in town on business. Howard stopped in to see Jerry Baker, managing director, RKO Keith's. . . . Joseph Breecheen, branch manager, returned from a sales meeting held in the New York home office. . . . Local branch salesmen are happy over the results of RKO Salesman Incentive Contest. Each received a bonus for his efforts. . . . Evelyn Berry celebrated a birthday. . . . Marie Heinen, secretary, has resigned to take a position with World Monetary Bank.

STANLEY WARNER — Gerry Dawe, assistant, Metropolitan, was enjoying a well deserved vacation in Miami Beach, Fla. . . . Claude Land, manager, Silver, was recuperating in John Hopkins University Hospital after a couple of serious operations. . . . Eddie Camp, manager, Penn, was a victim of the virus bug. . . . Everett Callow, director of advertising and publicity, Cinerama, made a brief stop at the local Cinerama offices. . . . Marjorie Beard, Metropolitan, has returned to work after a week's vacation in Florida. . . . Cinerama held a special matinee for the Girl Scouts of the Baltimore area.

VARIETY CLUB—The Variety Club held a special Springtime Dance in the club rooms. . . . The next big affair was "A Night on the Islands," with Ralph Deckelbaum as chairman, assisted by Mark Foster and Nate Shor. . . . Colonel James Carreras, chief barker, London Variety Club, was a visitor at the Tent 11 Board of Governors meeting. Carreras, will attend the International Convention in Los Angeles.

— T. C.



Gene Tunick, left, Philadelphia branch manager, United Artists, is seen recently conferring with Wesley Watson, buyer, Weiland-Lewis Circuit on "Vera Cruz."

Maryland

Baltimore

The Parkway is about to reopen. It closed approximately two years ago, soon after Morris Mechanic purchased the building from Loew interests. Later it was converted for the legitimate stage and then closed again. A deal is underway wherein Jack Fruchtman, currently operating Keiths and the New, will add the Parkway to his circuit. Fruchtman also owns several drive-ins in southern Maryland. . . . Morris Mechanic entertained about 20 guests at a theatre party at Ford's for the season's final show, "The Seven Year Itch."

Chief Barker Jack Whittle, Baltimore Variety Club, will fly to California to attend Variety's annual convention. He'll be accompanied by Pete Prince. On the tentative list of those going are Howard Wagonheim, Milton Caplon, and Jack Levin. . . . George Matthews has returned to his job as projectionist at the Town after having been confined to his home due to illness. . . . Irving Blumberg, Warners publicist, was in for advance details on "Strange Lady In Town." . . . Clyde Young, Variety Club's manager, took one of his rare day's off for a motor trip with his family through the country.

— G. B.

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Leonardtown

Calvin Kirby, Jr., is working at the 235 Drive-In, California, Md., and Paul Hampton is projectionist there. . . . New staff aides at the Park and Plaza, Lexington Park, Md., are David Dougherty and John Phagan. . . . The New is holding "Lucky Night" every Thursday. . . . The Charles, La Plata, Md., has installed CinemaScope equipment and wide screen, as has the Waldorf, Waldorf, Md., and the Glymount, Indian Head, Md. In fact, the only theatres without CinemaScope equipment in southern Maryland are Evans' Pier and the D. and L., both on Solomon's Island.

New Jersey

Blackwood

John Harwan and family, Mount Ephriam, Mount Ephriam, N. J., are taking over the Blackwood.

Pennsylvania

Lebanon

The Keystone Drive-In has reopened for the season.

Nesquehoning

I. M. Zimmerman is closing the Roxy for the summer on May 7. New Seats, air conditioning, large new screen, and CinemaScope equipment will be installed and the theatre will be redecoratd from lobby to stage. Zimmerman plans to spend the summer in Wildwood, N .J.

Reading

The Bern Township Parent-Teacher Association expressed almost unanimous opposition to the showing of "Blackboard Jungle" in Reading theatres. Opponents speaking against the showing of the film, currently at Loew's Colonial, Reading, based their attack on the charge that the picture might inspire "repercussions" among teen-age students in both city and county schools. Letters setting forth the association's stand were posted by President Clayton Mengel and the secretary, Mrs. Arthur Horning, to the Berks County Parent-Teacher Association and to the manager of Loew's, Bob Diem. Reports here said that the Lackawanna-Scranton County Parent-Teacher Association recently successfully fought the showing of "Blackboard Jungle" in the Scranton area. Defenders of the film, however, say that any charges that it tends to juvenile delinquency are not well founded, and that the objectionable feature of the story relates to the conduct of two teachers not the behavior of children.

A state charter, capital $20,000, was granted to the West Reading Drive-In, Inc. The authorized capitalization is 200 shares without par value. Incorporators and present shareholders were listed as Clarence C. Mendelsohn, Mount Penn, Pa., two shares; Lester Mendelsohn, Pennside, Pa., two shares; and Sylvia S. Rosenberg, Pennside, one share.

Renee Martz, a 14-year-old girl, who is described as an evangelist active for several years in church work, has refused a movie contract, it is stated. The girl's refusal of the contract was based on her unwillingness to be screened in anything but a religious film story.



George Payette, Jr., city manager, SW Maryland, Hagerstown, Md., arranged the above stunt recently for the street bally for the Columbia serial, "Riding With Buffalo Bill." Local horseman Walter Hoffman was the rider and is seen in front of the theatre with Payette seen on the right.

West Reading School District has decided to continue its 10 per cent amusements tickets tax. It estimates its revenue from this tax for the coming year, starting July 1, at $600. As the tax, among other conditions, put the borough's only theatre out of business a year ago, tax payers in Berks County's largest borough may wonder how the tax is going to net $600 in the new school year for the school district. The budget does not make clear what this tax yielded in the school year now ending, if anything. The school board has also jumped the real estate tax, this includes the theatre property, from 22 mills to 34 mills, a rise of 12 mills.

The Strand and the Park have been presenting special Saturday matinee offerings. . . . Lewis G. Yost, Astor projectionist, and active in community welfare organizations, has been named a trustee of the recently established Wilbur H. Doran Foundation, a public service and welfare organization, at its first annual meeting. The Doran board was founded in recognition of Doran, president, Metropolitan Edison Company here, who was killed in an automobile accident here last year.

Scranton

Enterprising Neil Conway, manager, Riviera, utilized to the fullest his exploitation process with maximum results in his presentation of "Davy Crockett" which opened for Easter week. Several contests and gimmicks were used in conjunction with the picture, chief among which was a tie-in with the local Sears Roebuck Company in promoting "Davy Crockett" costume contest. Winners were given a two wheel bicycle, a wrist watch, radio, baseball gloves, baseballs, archery sets, Davy Crockett records and books, with Blackie Bennett, local disc jockey, handling the entire procedure. A coloring contest was held together with the local Kresge store, the winners of which were announced within the theatre. An effective Davy Crockett window display was arranged with the Woolworth store, and two six sheets of Davy Crockett were

(Continued on next page)

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Disturbed Distribs Fight Court Rule

PHILADELPHIA — With the local branches of the distributor defendants disturbed over the April 5 jury verdict in the Sablosky's Norris Amusement Company, Norristown, Pa., anti-trust case, the first step was taken last week by their counsel in what may prove a long series of legal procedures intended to forestall the carrying out of the decision.

The jury, sitting in U. S. District Court under Judge Allan K. Grim, found the defendants guilty of joining in restraint of trade and granted the plaintiffs a trebled verdict of $1,275,000 and a right to play first run day and date with Philadelphia.

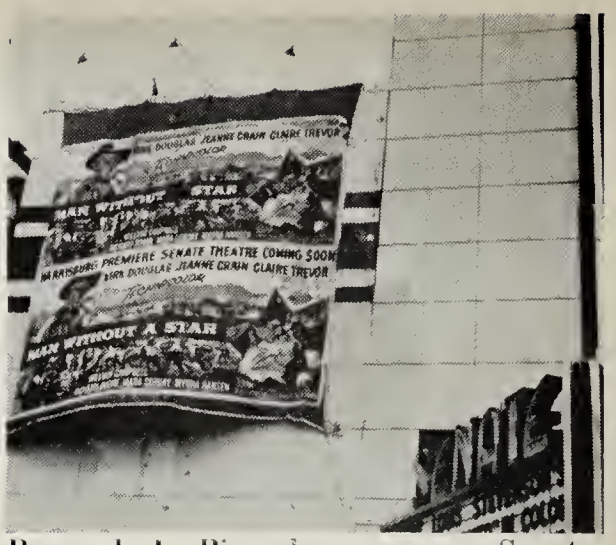
Arlin Adams, one of the attorneys who represented the distributors in the seven-week-long trial, has now asked Judge Grim to question the jurors concerning information obtained outside the courtroom. The information, he said, was both erroneous and prejudicial to the defense. It was "sought and obtained" by Michael F. McCartin, Philadelphia, who served as a juror, according to Adams.

Adams told Judge Grim that McCartin "sought and obtained" information that William Goldman, head, William Goldman Theatres, "had secured a verdict of $4,000,000 against the defendant movie companies" in a similar Federal Court suit several years ago. Goldman was a witness for the defense in the Sablosky suit.

The attorney pointed out that information concerning the earlier Goldman action had been excluded from the Sablosky trial. "Not only did it reach the ears of the jury," Adams said, "but it was completely erroneous."

Judge Grim said he would take the matter under advisement, but later refused the petition. The distributor defendants in the Sablosky case were Paramount, RKO, Warners, 20th-Fox, U-I, Columbia and MGM. Spokesmen of several of them have indicated that if the jury verdict stands a precedent will be set and there will be nothing to prevent theatres in Levittown, Chester, Camden, N. J., and other nearby upstate cities from demanding product on similar run, and eventually an appeal will be made to the U. S. Circuit Court.

Meanwhile, Thomas Sablosky, one of the six brothers and their families comprising Norris Amusement Company, died at Montgomery Hospital, Norristown, Pa. He was 68. At the time of his death he was manager, Norris, Norristown, Pa., one of the houses involved in the suit. He was a member of the Jewish Community Center and B'nai B'rith. Surviving are his wife, three sons, and a daughter, as well as the five brothers, Abraham, Benjamin, Lewis, David, and Nathan, and nine grandchildren.



Bernard J. Bispeck, manager, Senate, Harrisburg, Pa., recently created this extended front bally in front of the theatre on U-I's "Man Without A Star" by stretching a cloth panel measuring 40 x 60 across the building.

Scranton

(Continued from preceding page)

bannered on a local truck which toured the city in advance of and during the run of the film. Conway issued 10,000 heralds on the film, some 700 of which bore lucky numbers entitling the bearer free admission to a performance. Each youngster admitted to the theatre was given a coupon worth five cents toward the purchase of a 20 cent bag of popcorn, which gimmick proved to be fantastically popular, judging by the popcorn sold during the run of the film.

The Strand, continuing a policy adopted many years ago by its founder, the late M. E. Comerford, was made available during Holy Week for the noon day services of various Protestant churches, and on Good Friday, both the Comerford and the Strand were used for the three hour devotions of the local Protestant groups, with the Reverend Karl Mumford at the Strand and the Reverend Peter K. Emmons addressing the congregation at the Comerford.

Some 70 or more area ministers and their wives were the guests of manager Ed McGovern at a special screening prior to the opening of "A Man Called Peter" at the Comerford. A mailing list of 1,000 was effectively used in sending letters on the film. . . . A general meeting of Comerford Company personnel, including managers, district managers, and department heads, was scheduled in Wilkes-Barre, Pa.

MGM's famous Glass Slipper float was in the city during the run of "The Glass Slipper" at the Strand, as announced by manager Tom Jones. Ed Gallner, MGM, was in in connection with the float, which attracted city-wide attention and which was further enhanced by comely Anna Mae Rafalko, Strand, who rode the float through the city, while WGBI-TV picked up and ran two different series of shots of the float.

Known professionally as Rita Hayes, the singer-daughter of Bernard Drexinger, manager, Exeter, in nearby Exeter, Pa., the former Miss Scranton Elk, 1952, and the winner of an Arthur Godfrey Talent Scout TV show, was the subject of a syndicated Earl Wilson column in the Sunday Press. The article made prominent mention of Drexinger and his theatre.

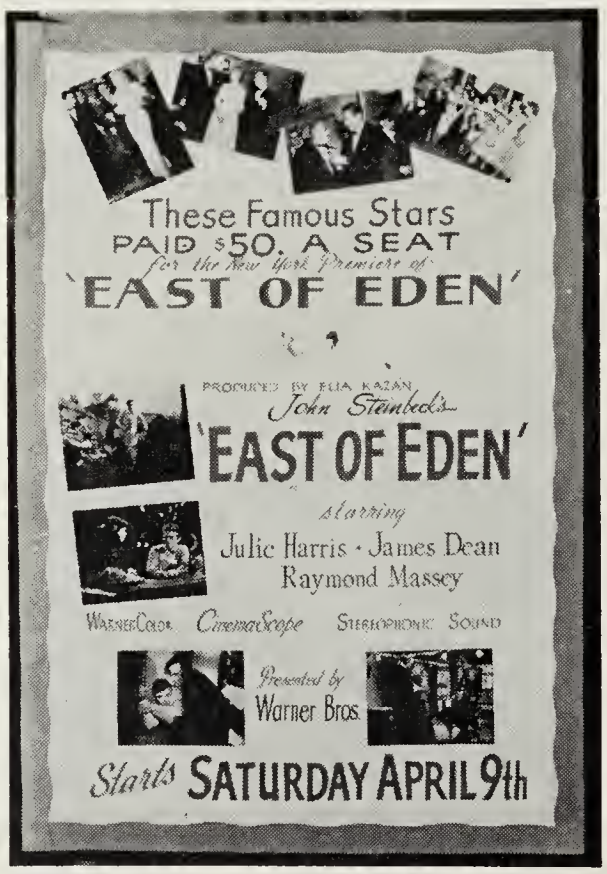
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Helen Bortz, acting manager, SW Warner, Reading, Pa., recently made up this attention getting 40x60 display for her lobby on Warners' "East Of Eden." Featured were photos of celebrities attending the New York premiere of the film, and mention of the fact that they paid $50 a seat to see it.

Variety Club
Tent 13, Philadelphia

"The Eternal Sea" was screened through the courtesy of Republic. . . . Members are still talking about the demonstration of the art of hypnotism given by Howard Klein at the membership meeting on April 19. . . . A canasta and gin rummy tournament will be held starting on May 13. Berenice Engel is chairman of canasta for the ladies, and Maxwell Gillis is chairman of gin rummy for the men.

The Tent is sponsoring amateur boxing bouts at the Valley Forge Army Hospital on April 28. . . . The Variety Club Ladies' Auxiliary will hold its annual donor luncheon today (April 27) at the Drake. The recipient of the second annual award was Pearl Buck in recognition of her outstanding work at Welcome House.

Those desiring to attend the international convention in Los Angeles on May 4-7 may still make reservations. . . . Johnny Night has been set for June 1 in cooperation with the Daily News and the Phillies, who will play the Chicago Cubs that night. Get tickets now.

MOTION PICTURE
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The Check-Up of all features and shorts for a nine-month period

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SECTION 2
Vol. 53, No. 26

APRIL 27, 1955

Allied Artists

(1953-54 releases from 5401; 1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. 8. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lower half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Boys entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: B. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer for the action spots—81m.—see April 6 issue—(Technicolor). (5515)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh pragrammer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish camedy for the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(Enalish-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Carolyn Jones.

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson, Russel Napier—(English Made).

DARK VENTURE—Frank Lovejoy, Forrest Tucker, Peggie Castle.

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez. (5516)

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale.

PHENIX CITY—Richard Kiley, Kathryn Grant, John McIntire.

SKABENGA—Jungle documentary—(Color). (5411)

SPY CHASERS—Bowery Boys, Lisa Davis.

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

WOMEN'S REFORMATORY—Beverly Michaels, Tom Drake, Peggy Knudsen.

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Impart will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit inta the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberta Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—Issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prison meller for lower half—72m.—see April 6 issue. (739)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Van Johnson, John Mills—Fair romantic drama—106m.—see April 20 issue—(Made in England). (724)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(1.85-1). (716)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lower half—70m.—see April 6 issue. (744)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—Geargе Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carsan, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 Issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 Issue. (704)

RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue. (733)

TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)

THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)

THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture

AD—Adventure drama
ACD—Action drama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Compilation
COSMD—Castume melodrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodrama
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodramo
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue). (703)

THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)

TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with names ta help—97m.—see April 6 issue. (728)

VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)

WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: B. (726)

WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western far the duallers—73m.—see March 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

THE BIG SHOCK—Frank Lovejoy, Mari Blanchard, Richard Denning.

BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor.

CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.

COCKLESHELL HEROES, THE—Jose Ferrer, Trevor Howard, Victor Madden—(Technicolor)—(CinemaScope)—(Made in Portugal).

COUNT THREE AND PRAY—Van Heflin, Phil Carey, Jaan Woodward—(CinemaScope).

CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.

DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.

DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).

FIVE AGAINST THE HOUSE—Guy Madisan, Kim Novak, Brian Keith—Leg: B.

GENTLE WOLFHOUND, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).

GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolar).

IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.

LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).

MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Danald Crisp — (Technicolor) — (CinemaScape).

MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemman—(Technicolor)—(CinemaScope).

PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).

PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mal Zetterling—(Print by Technicolor)—(Made in England and Germany).

QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.

REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).

RENEGADE ROUNDUP—Bill Williams, Movita, Tex Ritter.

SEMINOLE UPRISING—George Montgomery, Karin Boath—(Technicolor).

SERGEANT O'REILLY—Aldo Ray, Phil Carey, Mitsuko Kimura.

STALK, THE—Tyrone Power, Linda Christian—(Technicolar)—(Made in England).

TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spats—73m.—(Technicolor)—(English-made)—(De Rochemont).

HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Don O'Herlihy—64m.—see Jan. 26 issue—(Color).

LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).

STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see March 23 issue

PRIVATE HELL 36—MD—Ida Lupino, Steve Cachran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue

TO BE REVIEWED

MAD AT THE WORLD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciana Della Marra—Fine entry for opera lovers and the art and specialty spats—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).

APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).

BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).

LOVE IN THE CITY—COMP—Produced by Cesore Zavattini, Ricardo Ghione and Marco Ferreri—Highly exploitable and novel entry far art spats—90m.—see April 20 issue—(Italion-made)—(English titles ond narration)—Leg.: "B."

MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import far art and specialty spats—78m.—see Feb. 23 issue—(English titles)—Leg.: C.

THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).

TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good impart for the art spots—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).

WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lollabrigida name to help—91m.—see April 20 issue—Italian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedea Nazzari—(Dubbed In English).

CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduarda Cianelli—(Dubbed In English)—Leg.: B.

HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Calar).

HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Giratti, Amedeo Nazzari—(Dubbed In English)—(105m.).

OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).

VOICE OF SILENCE—Rassana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed In English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lawer half—60m.—see Sept. 8 issue. (5327)

BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lawer half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)

DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England). (5402)

HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer far the lawer half—68m—see May 19 issue—(English-made). (5310)

PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lawer half—75m.—see Aug. 11 issue—(English-made). (5326)

RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)

RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made). (5329)

SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lawer half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)

SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—Far the lawer half—65m.—see Dec. 15 issue—(English-made). (5404)

SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Choney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)

TERROR SHIP—MYMD—William Lundigan, Naomi Chonce, Vincent Ball—Okeh for the lawer half—72m.—see Sept. 22 issue—(English-made). (5330)

THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Explaitatian entry can be sald—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)

THUNDER PASS—OMD—Fair pragrammer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. B issue. (5404)

UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Rautine programmer for the lawer half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)

GLASS TOMB—John Ireland—(English-made). (5409)

LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)

PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)

THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases fram 401; 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—144m.—see Feb. 9 issue—(Technicolor). (520)

ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)

ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)

BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman colar)—(CinemaScope). (515)

BATTLEGROUND—D—Van Johnsan, John Hodiak, Ricarda Montalban—Warld War II relssue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)

BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)

BEDEVILLED—D—Anne Baxter, Steve Forrest, Robert Christopher—Slaw moving drama will need plenty af help—85m.—see April 20 issue—(Made in France)—(Eastman color)—(CinemaScope). (523)

BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have ta make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS). (501)

BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)

BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. B issue (Ansco Color)—(CinemaScope) (502)

CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate pragrammer—90m.—see Nov. 17 issue—(Made in Englond)—(1.75-1). (511)

DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Calar)—(Print by Technicolor)—(1.75-1). (512)

DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names shauld help reissue af familiar story—127m.—see Oct. 6 issue. (506)

GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastmon Color). (522)

GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)

HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—(Eastman Calar)—(CinemaScope). (519)

INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 issue—(Eastmon Color)—(CinemaScope). ()

JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritarious affering—121m.—see June 17 issue—(SS). (422)

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdaar show has names and amusing angles—92m.—see Feb. 9 Issue—(Eastman color)—(Cinemascope)—Leg.: B. (517)

MAURADERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarmo Lewis—Goad pragrammer—81m.—see April 20 issue—(Eastman color)—(Print by Technicolor). (526)

PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—Highly interesting and entertaining entry—114m.—see April 16 issue—(Eastman color)—(CinemaScope). (525)

ROGUE COP—MD—Names will help satisfactary thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. B issue—Leg.: B—(1.75-1). (503)

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue. (509)

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit fram names—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).

BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan and England).

COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).

GUYS AND DOLLS—Marlon Brando, Jeon Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).

INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Claire Sombert, Tamara Toumanova—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, Dovid Niven—(Eastman Color)—(CinemaScope).

LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).

MOONFLEET—Stewart Granger, Viveca Lindfors, George Sanders—(Eastman Color)—(CinemaScope).

QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).

SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).

TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Joan Shawlee—Space thriller will please science-fiction fans and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

MAMBO — MD — Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmarie, Donald O'Connor—(Technicolor)—(VistaVision).

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy, Francis L. Sullivan—(Technicolor)—(VistaVision)—Leg.: B—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobias—(Technicolor)—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5408)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)

ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names to help—87m.—see April 20 issue—(Technicolor)—(SuperScope). (512)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 issue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

FLIGHT FROM BENGAZI—Richard Conte, Victor McLaglen—(SuperScope).

JET PILOT — John Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland — (Technicolor) — (SuperScope)—(Mexican made).

WAKAMBA—Edgar M. Queeny African Documentary—(Technicolor).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

AFRICAN MANHUNT—MD—Myron Healey, Karen Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 issue. (5326)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)

ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ()

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see March 23 issue—(Trucolor). (5403)

TO BE REVIEWED OR IN PRODUCTION

CITY OF SHADOWS—Victor McLaglen, Kathleen Crawley.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DON JUAN'S NIGHT OF LOVE—Ray Vallone, Silvana Pomponini, Michele Philippe.

DOUBLE JEOPARDY—Rod Cameron, Alison Hayes.

FOREIGN ADVENTURE, A—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GUNMAN, THE—Ray Milland, Mary Murphy—(Trucolor).

I COVER THE UNDERWORLD—Sean McClory, Joanne Jordan, Ray Middleton.

JAGUAR—Sabu, Chiquita, Barton MacLane.
Tierney, Lee J. Cobb—(Color)—(CinemaScope).

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

MAN FROM TEXAS—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucolor).

TEXAS LEGIONAIRES, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Ratt, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)

MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor). (408)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m.—see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

VIOLENT SATURDAY—MD—Victor Mature, Richard Egan, Virginia Leith—Gangster entry has names and punch—90m.—see April 20 issue—(Color by DeLuxe)—(CinemaScope). (510)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, George Lee, Kenneth More—(Color). (508)

ANGELA—Dennis O'Keefe, Mara Lane. (511)

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope). (515)

HOW TO BE VERY, VERY POPULAR—Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope).

LIVING SWAMP, THE—Nature in the Okefenokee Swamp —(Color)—(CinemaScope). (512)
MAGNIFICENT MATADOR, THE—Maureen O'Hara, Anthony Quinn—(Technicolor)—(CinemaScope). (5^3)
MANY SPLENDORED THING, A—William Holden, Jennifer Jones, Gloria Grahome—(Color)—(CinemaScope).
SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — (Color) — (CinemaScope) — (Mode in Mexico).
SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell Sonny Tufts—(Color)—(CinemaScope).
SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).
SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong). (514)
TALL MEN, THE—Clark Gable, Jone Russell, Robert Ryon—(Color)—(CinemaScope)—(Made in Mexico).
THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England). (504)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1).
BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur)—(1.75-1).
BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).
BIG HOUSE U. S. A.—MD—Broderick Crawford, Rolph Meeker, Randy Farr—Okeh programmer—82m.—see March 23 issue—Leg.: B—(Schenck).
BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).
BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).
CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).
CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).
DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).
GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).
GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).
JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).
KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).
LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).
MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).
MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).
OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV)—(1.66-1).
PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).
ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).
SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin)—(1.75-1).
SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).
SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).
SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).
STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).
STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m. —see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).
SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).
TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).
VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Dorcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor) —(Made in Mexico)—Leg.: B—(Hecht-Lancaster).
VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).
WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).
YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor) —(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALBERT, R. N.—Anthony Steel, Jack Warner, Robert Beatty—(Angel—(English-made).
ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).
BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).
BIG BLUFF, THE—John Bromfield, Martho Vickers, Robert Hutton—(Wilder).
BIG KNIFE, THE—Jock Palance, Ido Lupino, Shelley Winters—(Aldrich).
BRASS RING, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).
DEADLY PACEMAKER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)
DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).
GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).
KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).
KISS ME DEADLY—Ralph Meeker, Cloris Leachman, Albert Dekker—(Aldrich)—(1.85-1).
LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastmon Color)—(Wilcox).
NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).
NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—(Kramer).
OTHELLO—Orson Welles, Susonne Cloutier, Michael MacLiammoir—(Welles)—(Made Abroad).
ROBBER'S ROOST—George Montgomery, Richord Boone, Sylvia Findley—(Color)—(Goldstein-Jocks).
SABAKA—Boris Karloff, Nino Marcel, Reginald Denny—(Technicolor)—(Ferrin)—(Made in India)—77m.
SEA SHALL NOT HAVE THEM, THE—Michael Reagrave, Dirk Bogarde, Anthony Steel — (Angel) — (English-made).
STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).
STORM FEAR—Cornel Wilde, Dan Duryea, Jean Walloce—(Theodoro).
SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Technicolor)—(Made in Italy)—(Lopert).
TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab —(Technicolor)—(Indian-made)—(Modi).
TOP OF THE WORLD—Dale Robertson, Frank Lovejoy, Evelyn Keyes—(Baird-Foster).
TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C —Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)
BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor). (501)
BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Jonet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)
CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meiler—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)
CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor) —(CinemaScope) (517)
CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show for the program—82m.—see March 23 issue—(523).
DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)
DESTRY—OMD—Audie Murphy, Marl Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)
FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)
FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)
HIGH AND DRY—C—Poul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)
LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m. —see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)
LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Donton—Good programmer—87m.—see April 20 issue. (524)
MA AND PA KETTLE AT WAIKIKI—C—Morjorie Moin, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see Morch 9 issue. (519)
MAN FROM BITTER RIDGE, THE—W—Lex Borker, Mara Corday, Stephen McNally—Okeh western—80m.—see April 20 issue—(Eastman color). (525)
MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beot outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)
NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Borry—Interesting action meiler—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)
REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meiler has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).
RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzoles—For the lower half—80m —see Nov. 3 issue—(1.85-1). (504)
SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmillo Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regulor—506)
SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)
SMOKE SIGNAL—MD—Dona Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 issue—(Technicolor). (516)
SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertalning musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). (507)
THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reoson—Good programmer—87m.—see April 6 issue—(Technicolor). (527)
WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)
YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET THE MUMMY—Bud Abbott, Lou Costello.
AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).
ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).
AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Mode in Virgin Islands).
FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.
FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).
FRANCIS IN THE NAVY—Donald O'Connor, Mortho Hyer, Jim Backus.
KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.
KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).
LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).
ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).
PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adoms, William Demarest—(Technicolor).
PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).
RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).
SECOND GREATEST SEX, THE—Jeonne Croin, George Noder, Bert Lair—(Technicolor)—(CinemaScope).
SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.
SIMBA—Dirk Bogorde, Donald Sinden, Virginio McKenna —(Technicolor).
SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).
THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.
TIME REMEMBERED, A—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).
TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScope). (411)
BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)
BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)
DRAGNET—MD—Jock Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).
DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m. —see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names shauld help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should da akeh in actian spots as pragrammer—93m.—see April 6 issue. (410)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Caoper, Ingrid Bergman, John Warburtan—Names should help reissue—135m.—see Dec. 1 issue. (406)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly Interesting entry—137m.—see Dec. 29 issue—(WarnerCalor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Masan, Jack Carsan—High rating—154m.—see Oct. 6 Issue—Leg.: B—(Technicolor)—(CinemaScape). (403)

STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor)—(CinemaScope). (415)

TRACK OF THE CAT—D—Rabert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit fram the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(WarnerColor).

BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.

DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).

HELEN OF TROY—Rossana Padesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColar)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScape).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Bonl, Dewey Martin—(Technicolor)—(CinemaScope)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).

MOBY DICK—Gregary Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScape)—(Made in Wales).

PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(WarnerCalor)—(CinemaScope).

REBEL WITHOUT A CAUSE—James Dean, Natalie Wood, Jim Backus—(WarnerColor)—(CinemaScope).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made In Germany).

SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColar)—(CinemaScope).

TALL MAN RIDING—Randolph Scatt, Dorothy Malone, Peggie Castle—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Explaitatian film for the duallers—57m.—see April 6 issue—(Globe Roadshows).

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Colar)—(Made In Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama navelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 Issue—(Eastman Color)—(Schaefer).

DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—Far the lower half—69m.—see March 23 issue—(Beverly).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 Issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 Issue—(Technicolor)—(Selznick).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorathy Malone, Bruce Carlisle—For actlon spots and duallers—72m.—see Dec. 1 Issue—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—Sauth Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS—MD—Myran Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 Issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m.—see Sept. 22 Issue—(Hallmark).

JAIL BAIT—MD—Lyle Talbat, Dalares Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Bay Scauts and Film stors—Value Is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamajans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Artura De Cardova, Leticia Palma, Ramon Gay—Stock thriller far the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

MYSTERY LAKE—NAD—Geargе Fenneman, Glaria McGough, Bogue Bell—Gaad nature study film far supporting fare—60m.—see Nav. 3 issue—(Ansca Color)—(Lansburgh).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 Issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietanews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 Issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

UNCOVER GIRLS—BUR—Gilda—Routine burlesque shaw for the explaitatian spats—53m.—see Aug. 11 issue—(Mishkin).

VARIETEASE—BUR—Lilli St. Cyr—Suited for the exploitatian spats—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English-Made

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, Geargе Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

DANCING WITH CRIME—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fiction import for the lawer half—77m.—April 6 issue—(English-made)—(Spartan).

EDGE OF DIVORCE—D—Valerie Habsan, Philip Friend, Narman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 Issue—(English-made)—(Eastman color)—(Stratford).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 Issue—(English-made)—(Associated Artists).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .

GREEN SCARF, THE—MYD—Michael Redgrave, Kieron Moare, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Nell Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobsan, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

OPERATION DIPLOMAT—MD—Guy Ralfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 Issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing Import for the art houses—78m.—see Nav. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Calar)—(Canadian-made)—(Continental).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 Issue—(English-made)—(Eastman color)—(BIS).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell—Satisfactary entry far the art spats—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANNA CROSS, THE—D—Okeh Soviet entry for the art spats—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).

BALLET CONCERT—COMP.—Uneven compilation af dance sharts is Okeh for art spats—Galine Ulavova, Olga Lepeshinskaya, Maria Seminava—55m.—see Sept. 8 issue.—(Russian-made)—(Artkina).

BRIDE WITH A DOWRY—CD—Rautine Saviet impart—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Savcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Raman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Calar)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massima Serato—Routine meledrama far the lawer half—85m.—see Oct. 6 issue—(Italian-made)—(English dialague)—(Waldman).

COMPANIONS OF THE NIGHT—D—Adequate entry far the art hauses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DAUGHTERS OF DESTINY—COMP—Cloudette Calbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—Absarbing drama far the art hauses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Fair impart for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

FOUR WAYS OUT—MD—Gina Lollobrigida—For the art hauses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel—Amusing import far the art spats—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GATE OF HELL—D—Machika Kyo, Kazue Hasegawa, Isao Yamagata—Outstanding entry far the art spats—89m.—See April 20 issue—(Japanese made)—(English titles)—(Eastman color)—(Harrison).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini,—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue—(French-made)—(English titles)—Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Moderate love stary far the art hauses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Italian-made)—(Buena Vista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Oriental import for the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Calar)—(English narratian)—(Artkina).

MERRY-GO-ROUND—CD—Fair impart far art spats and German language houses—100m.—see April 20 issue—(German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spats—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobssan—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

PARIS INCIDENT—CD—Fine impart far the art and class spats—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Shauld appeal mast ta juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

SIDE STREET STORY—D—Toto—Gaad Italian import far the art spats—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Histarical action drama far Russian spats—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanava, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

TRUE AND THE FALSE, THE—D—Signe Hassa—Satisfactary impart for art spats—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—Rautine Soviet impart—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Gaod Japanese film far the art spats—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Superiar import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Two Reel COMEDIES			
		ALL-STAR (6)			
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)			
		ASSORTED FAVORITE REPRINTS (6)			
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(May 5)	Hiss and Yell (Vague)			
		COMEDY FAVORITE RE-RELEASES (6)			
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)		16m.	
		SERIALS (4)			
7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933
		THE THREE STOOGES (8)			
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam in Paradise	F	16m.	
		CANDID MICROPHONES (Reissues)			
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934
		COLOR FAVORITES (15) (Technicolor) (Reissues)			
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	
7612	(May 12)	Mother Hubba-Hubba Hubbard			
		MR. MAGOO (4) (Technicolor)			
7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926
7703	(Moy 19)	Magoo Express			
		MR. MAGOO SPECIAL (Technicolor) (CinemaScope)			
7509	(Jan. 6)	When Magoo Flew	E	7m.	3857
		(1954-55) MUSICAL SPECIAL (1)			
7999	(Sept. 2)	Autumn In Rome	G	8m.	3843
		SCREEN SNAPSHOTS (10)			
7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers	F	10m.	
7858	(May 5)	Hollywood Plays Golf			
		THRILLS OF MUSIC (6) (Reissues)			
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7455	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974
		UPA ASSORTED CARTOONS (4) (Technicolor)			
7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Boogie			
		WORLD OF SPORTS (10)			
7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	
7808	(Apr. 28)	Backing Champs			

MGM

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		TWO REEL SPECIAL			
		MGM's 1955 Motion Picture Celebration	G	18m.	3933
		One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)			
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	
		CINEMASCOPE CARTOONS (4) (Technicolor)			
C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947
		FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)			
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955
		GOLD MEDAL REPRINT CARTOONS (8)			
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
—	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
	(Mar.)	Salt Water Tobby	F	7m.	3947
		PETE SMITH SPECIALTIES (10)			
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed	F	9m.	3947
	(.....)	Global Quiz (Color)	G	10m.	

Paramount

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		SPECIAL (Technicolor)			
T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933
		CARTOON CHAMPIONS (6) (Technicolor) (Reissues)			
S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
		CASPER CARTOONS (6) (Technicolor)			
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	3955
B14-5	(May 27)	Spooking With A Brogue	F		
		GRANTLAND RICE SPORTLIGHTS (12)			
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Age		9m.	
		HEADLINER CHAMPIONS THRILLS (6) (Reissues)			
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
		HERMAN AND CATNIP CARTOONS (4) (Technicolor)			
H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built For Two		7m.	
		NOVELTOONS (6) (Technicolor)			
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Along Lil' Duckie		7m.	
		PACEMAKERS (6)			
K14-1	(Oct. 2)	Drilling for Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
		POPEYE CARTOONS (8) (Technicolor)			
E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaves Will Be Beaves			
		TOPPERS (6)			
M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds			
M14-6	(Apr. 22)	Pick A Pet			
		VISTAVISION SPECIAL			
		Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexico		17m.	
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVision Visits Hawaii			
	(July)	VistaVision Visits Japan			

RKO

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Two Reel EDGAR KENNEDY REISSUES (6)			
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
		LEON ERROL REISSUES (6)			
53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880
		RAY WHITLEY REISSUES (2)			
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
		RKO-PATHE SPECIALS (8)			
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	
		SPORT SPECIALS (2)			
53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Basketball Highlights		15m.	
		MY PAL REISSUES (2)			
53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
		One Reel SCREENLINERS (13)			
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Doctor	G	11m.	
54209	(Apr. 29)	Inland Seas	G	11m.	
54210	(May 27)	Staff Of Life	G	8m.	
54211	(June 24)	Rest Assured		8m.	
		SPORTSCOPES (13)			
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai			
54310	(May 13)	Everglade Posse			
		WALT DISNEY CARTOONS (3) (Technicolor) (C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	39 6
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953
54108	(Apr. 22)	Chip An' Dale			

Republic

SERIALS (4)

5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	3953

One Reel

THIS WORLD OF OURS (6)
(Trucolor)

5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

CINEMASCOPE SPECIALS
(Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910

(1955)

7501	(Jan.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			

One Reel

SEE IT HAPPEN (6)

6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857

SPORTS (6)

3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857

TERRYTOONS (16)
(Technicolor)

5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874

(1955)

5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
S409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
S415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
S417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	
5508	(Apr.)	The Two-Headed Giant	F	7m.	

United Artists

SPORTS SPECIAL

		Marciano-Charles Fight	G	21m.	3848

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925

SPECIALS

1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893

(1954-55)

1300	(Mar. 15)	A World Of Beauty	G	17m.	3925

One Reel

VISTARAMA SPECIAL
(CinemaScope and other aspect ratios)
(Eastman Color)

	(Nov.)	Speed Sub-Zero	G	9½m.	3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m.	

COLOR PARADES

1381	(Feb. 28)	Dust Eaters	E	9½m.	3947
1382	(Mar. 21)	Moose Country	F	9½m.	

WALTER LANTZ CARTUNES (13)
(Technicolor)

1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
1326	(May 9)	Private Eye Pooch	G	6m.	3947

WALTER LANTZ CARTUNES
(Reissues)

1351	(Feb. 21)	The Band Master	G	7m.	3946
1352	(Mar. 28)	The Mad Hatter	G	7m.	3955
1353	(Apr. 25)	Banquet Busters	G	7m.	

VARIETY VIEWS

1341	(Dec. 27)	Trouble Bruin	G	9m.	3926
1342	(Jan. 31)	Little Lost Scent	F	9m.	3947

Warners

SPECIALS (12)
(Technicolor)

2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m.	3946
2008	(Apr. 9)	Old Hickory			

CLASSICS OF THE SCREEN (6)

2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young	E	17m.	3953
2105	(May 28)	At The Stroke of Twelve			

One Reel

BLUE RIBBON HIT PARADES (13)
(Reissues)
(Technicolor)

2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	3947
2308	(Apr. 2)	House Hunting Mice			
2309	(Apr. 23)	Crowing Pains			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare	G	7m.	3947
2727	(May 7)	Hare Brush			
		JOE McDOAKES COMEDIES (4)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m.	3947
2405	(May 7)	So You Want To Be On A Jury			
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
2806	(Apr. 16)	The Playgirls			
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m.	3947
2714	(Apr. 2)	Sandy Claws			
2715	(Apr. 16)	The Hole Idea			
2716	(Apr. 30)	Ready, Set, Zoom			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal	G	10m.	
2507	(May 21)	Riviera Revelries			
2508	(Apr. 23)	Rocky Mauntain Big Game			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days	G	10m.	3947
2605	(Apr. 30)	Fire, Wind, Flood			

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Churchill, Man Of The Century (BIS)	G	20m.	3953
Composers In Clay (United World)	G	22m.	3856
For Peace and Friendship (Color) (Artkino)	F	39m.	3887
Formosa: The Guarded Island (Film Renters)	G	18m.	3953
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle In Music, A (American)	G	8m.	3900
Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
Mystery Of Leonardo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m.	3856
Paul Gauguin (Pictura)	G	13m.	3848
Queen's Colors, The (McDonald)	E	17m.	3918
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
Story of Light, The (Color) (Bondy)	E	9m.	3866
Thursday's Children (BIS)	E	20m.	3953
USSR Taday No. 19 (Artkino)	F	12m.	3844
USSR Today No. 24 (Artkino)	F	19m.	3874
World of Life, The No. 1 (Meadow)	G	16m.	3873
World of Life, The No. 7 (Meadow)	G	16m.	3873
World Of Life, The, No. 10 (Meadow)	G	16m.	3933
World of Life, The No. 13 (Meadow)	F	16m.	3873
World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW

—about this service—
THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 9 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

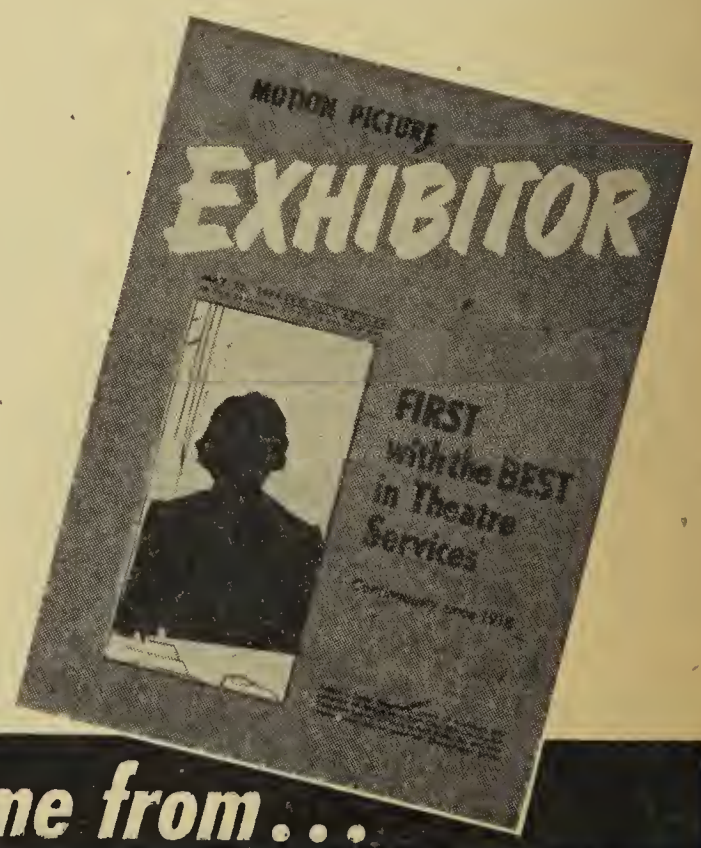
They are all right here in THE CHECK-UP.
And you need only save it for two weeks,—
for it will be up-to-date the next time issued.

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you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.



BEST—of all Theatre Services come from . . .

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

MARCH

Seven Angry Men
R. Massey, D. Paget, J. Hunter

The Big Tip Off
R. Conte, C. Smith, B. Bennett

Dial Red O
B. Elliott, K. Larsen, H. Stanley

APRIL

An Annapolis Story
J. Derek, K. McCarthy, D. Lynn
(Technicolor)

Shotgun
S. Hayden, Y. DeCarlo, Z. Scott
(Technicolor)

High Society
L. Gorcey, H. Hall, A. Blake

MAY

Las Vegas Shakedown
D. O'Keefe, C. Grey

Dark Venture
F. Lovejoy, P. Castle

Skabenga
Jungle Documentary

COLUMBIA

MARCH

New Orleans Uncensored
A Franz, B. Garland, H. Stanton

Wyoming Renegades
P. Carey, G. Evans, W. Bishop
(Technicolor)

The Detective
A. Guinness, J. Greenwood, P. Finch
(English-made)

APRIL

Three For The Show
B. Grable, J. Lemmon, M. and G. Champion
(Technicolor)
(CinemaScope)

Jungle Moon Men
J. Weissmuller, J. Byron, B. Curtis

The Return Of October
(Reissue)

MAY

The End Of The Affair
D. Kerr, V. Johnson, J. Mills

Tight Spot
G. Rogers, E. G. Robinson, B. Keith

Cell 2455, Death Row
W. Campbell, M. Carr, R. Campbell

Seminole Uprising
G. Montgomery, K. Booth
(Technicolor)

LIPPERT

MARCH

The Silver Star
E. Buchanan, M. Windsor, L. Chaney

APRIL

The Glass Tomb
J. Ireland
(Made in England)

Thunder Over Sangoland
J. Hall, M. Lord

MAY

Air Strike
R. Denning, G. Jean, D. Haggerty

Phantom Of The Jungle
J. Hall, R. Montgomery, A. Gwynne

METRO

MARCH

Hit The Deck
J. Powell, D. Reynolds, V. Damone
(Color)
(CinemaScope)

Blackboard Jungle
G. Ford, A. Francis, L. Calhern

Anchors Aweigh
(Reissue)

APRIL

The Glass Slipper
L. Caron, M. Wilding, K. Wynn
(Eastman color)

Bedevilled
A. Baxter, S. Forrest
(Eastman Color)
(CinemaScope)

MAY

The Prodigal
L. Turner, E. Purdom, L. Calhern
(Eastman Color)
(CinemaScope)

The Marauders
D. Duryea, J. Richards, K. Wynn
(Eastman Color)
(Print by Technicolor)

PARAMOUNT

MARCH

The Country Girl
B. Crosby, G. Kelly, W. Holden

APRIL

Run For Cover
J. Cagney, J. Derek, V. Lindfors
(Technicolor)
(VistaVision)

Mambo
S. Winters, S. Mangano, V. Gassman

MAY

Strategic Air Command
J. Stewart, J. Allyson
(Technicolor)
(VistaVision)

RKO

MARCH

Rage At Dawn
R. Scott, M. Powers, F. Tucker
(Technicolor)

APRIL

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

Escape To Burma
B. Stanwyck, D. Ferrar, R. Ryan
(Technicolor)
(SuperScope)

The Informer
Berlin Express
(Reissues)

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

REPUBLIC

MARCH

Yellowneck
L. McCarthy, S. Courtleigh, B. Kroeger
(Trucolor)

A Day To Remember
S. Halloway, J. Rice, O. Versois
(English-made)

APRIL

Santa Fe Passage
J. Payne, F. Domergue, R. Cameron
(Trucolor)

I Cover The Underworld
S. McClory, J. Jordan, R. Middleton

MAY

Magic Fire
Y. DeCarlo, C. Thompson, R. Gam
(Trucolor)

20th-FOX

MARCH

Untamed
T. Power, S. Hayward, R. Egan
(Color)
(CinemaScope)

APRIL

A Man Called Peter
J. Peters, R. Todd, R. Burton
(DeLuxe color)
(CinemaScope)

Violent Saturday
V. Mature, S. Sidney
(DeLuxe color)
(CinemaScope)

Angela
D. O'Keefe, M. Lane

MAY

Daddy Long Legs
F. Astaire, L. Caron, T. Moore
(Color)
(CinemaScope)

That Lady
O. DeHavilland, G. Roland, D. Price
(Color)
(CinemaScope)
(Made in England)

The Adventures Of Sadie
J. Collins, K. More, G. Cole
(Color)

UNITED ARTISTS

MARCH

Big House, U.S.A.
B. Crawford, R. Meeker
(Schenck-Koch)

Stranger On Horseback
J. McCrea, Miroslava
(Technicolor)
(Goldstein)

Marty
E. Borgnine, B. Blair
(Hecht-Lancaster)

APRIL

The Purple Plain
G. Peck
(Made in Ceylon)
(Technicolor)
(Rank)

A Bullet For Joey
E. G. Robinson, G. Raft, A. Totter
(Bischoff-Diamond)

Lilacs In The Spring
E. Flynn, A. Neagle
(Eastman color)
(English-made)
(Wilcox)

MAY

The Tiger and The Flame Mehtab
(Made in India)
(Technicolor)
(Modi)

Kiss Me Deadly
R. Meeker, P. Stewart, C. Leachman
(Parklane)

Robbers' Roost
G. Montgomery, R. Boone, S. Findley
(Color)
(Made in Mexico)
(Goldstein)

Top Of The World
R. Robertson, F. Lovejoy, E. Keyes
(Baird-Foster)

U.-INT.

MARCH

Captain Lightfoot
R. Hudson, B. Rush
(Technicolor)
(CinemaScope)
(Made in Ireland)

Smoke Signal
D. Andrews, P. Laurie
(Technicolor)

Land Of Fury
J. Hawkins, G. Johns
(Eastman color)
(Print by Technicolor)
(Made in New Zealand)
(Rank)

APRIL

Chief Crazy Horse
V. Mature, S. Ball, J. Lund
(Print by Technicolor)
(CinemaScope)

Ma and Pa Kettle At Waikiki
M. Main, P. Kilbride, L. Nelson

Man Without A Star
K. Douglas, J Crain, C. Trevor
(Technicolor)

MAY

Revenge Of The Creature
J. Agar, L. Nelson, J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue, R. Long, M. Thompson

The Looters
R. Calhour, J. Adams, T. Gomez

WARNERS

MARCH

Battle Cry
A. Ray, M. Freeman, V. Heflin
(WarnerColor)
(CinemaScope)

New York Confidential
B. Crawford, A. Bancroft, R. Conte

APRIL

East Of Eden
J. Harris, J. Dean, R. Massey
(WarnerColor)
(CinemaScope)

MAY

Jump Into Hell
J. Sernas, K. Kasznor, A. Moss

Stronge Lady In Town
G. Garson, D. Andrews, C. Mitchell
(WarnerColor)
(CinemaScope)

OBSERVATIONS

May 8—Mother's Day
30—Memorial Day

MOON PHASES

	1 Quarter	2 Full	3 Last	4 New
APRIL	28	7	15	22
MAY	28	6	14	21

FILMAKERS

May—Mad At The World—F. Lovejay, C. O'Donnell



We went to Spain to make "That LADY"

AND what a pleasure it was to make "That Lady" ...to bring you the flaming story of a woman who conquered a king...yet trembled in the arms of a commoner when he whispered, "You've been a widow too long!"...Now you know why it was such a great best-selling novel...why Katharine Cornell chose to star in it on the Broadway stage ...why we traveled to storied cities, fabulous locales, thrill-crowded bullfight arenas...with stars, director, CinemaScope cameras and technical crews. Everyone will talk about "That Lady" —the picture that shocked a nation!

OLIVIA de HAVILLAND · GILBERT ROLAND

in "That LADY" in CINEMASCOPE

introducing PAUL SCOFIELD co-starring FRANCOISE ROSAY · DENNIS PRICE

Produced by SY BARTLETT · Directed by TERENCE YOUNG · Screenplay by ANTHONY VEILLER and SY BARTLETT

From the Novel by Kate O'Brien · Color by DELUXE · An Atalanta Production · Released by 20th Century-Fox



"DATE "That LADY" FROM 20th FOR YOUR BEST PLAYING TIME!"

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